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GRAND OPENING — Florida Style

see page 45



Also in this issue —

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| • Flakeboard with a Southern Accent | page 37 |
| • Sell Water Systems as Packaged Deals | page 43 |

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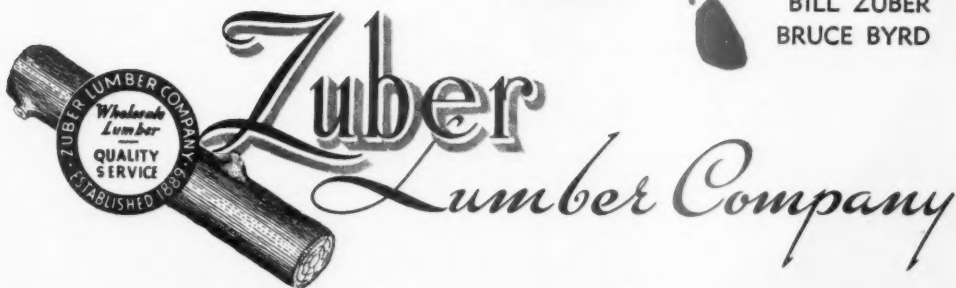
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SOUTHERN BUILDING SUPPLIES

January, 1959

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'BETTER WAY'



Here's How to Step Up Concrete Step Sales

Prefabricated concrete steps constitute a fast-selling item for the Ross-Adams Lumber Co., Albertville, Ala. The 4' wide steps are sold for \$6.50 per tread, \$19.50 for three treads. The company delivers and puts them in place for customers.

The well-molded steps, purchased by the company from a concern specializing in them, are being used in a number of housing developments. They also are a hot item for home-owners who want to replace wooden steps which have rotted out.

As the steps do not require warehousing for protection, they can be displayed along two sides of the company's place of business. "They virtually sell themselves," according to Owner Adams, shown above.

Extend Roof Line for Outdoor Living

For an outdoor living room without too much extra expense, consider extending the roof line eight or ten feet. It reportedly is easy to do.

Lightweight frames of western red cedar or Douglas fir can be fastened to the roof fascia boards and extended to upright posts. Then, to keep out the sun, a louvered sunshade made up of narrow 1x2 or 1x3-inch strips set at an angle can be installed. Floor can be a wood patio deck, level with living room, and made of 2x4 fir on stout frame.

Bench Provides Patio Seating Space

Need more seating accommodations in a small patio area?

One architect designed a banquette type bench to follow along two sides of the patio. The seat was made up of five Douglas fir 2x4s with a 2x10 fir backrest. The backrest was tilted to make it more comfortable. Seating was provided for a dozen people, with little of the patio area robbed.

The patio deck boards were also fir 2x4s, but they were laid with the narrow side uppermost and spaced slightly to allow water runoff.



Show-Window 'Bargain Counter'

Guntersville Lumber Co., Guntersville, Ala., uses one of its show windows to feature "Bargain Counter" items.

This company, which operates a complete building supply store, uses a sign on the window to designate the display and usually a weekly ad in the paper at specific seasons to feature close-outs and other items at marked-down prices.

Proprietor John Wood Jr., above, mans his close-out bargain display of gas heaters and barbecue grills. Also featured are floor tile, charcoal, sprinklers, hand tools, and sand paper.

Staggered Fences Provide Privacy

No privacy! This is the legitimate complaint of many folks whose homes are located so close to the street that passers-by can stare right into their living room.

There's a cure for this condition which offers special relief for owners of a row house.

One architect has fashioned attractive paneled fences which are built in separate sections with alternate sections staggered to give additional illusion of depth. The panels are about eight feet or more in length. One is installed directly in front of the entrance door, but close to the sidewalk line. Others follow along the sidewalk line. The staggered effect is attractive and provides a shadow line effect.

This method prevents people looking directly into the home and forms a miniature courtyard which, thanks to the fence, can even be used as an outdoor living area.

Got A Good Idea?

\$7 will be paid for every better way, time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

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S B SIGNIFICANT TRENDS

January, 1959

Social Security tax increase reminder. You may have overlooked the fact that on January 1, the tax base was increased from \$4,200 to \$4,800. On the same date, the tax rates, paid equally by both employer and employee, were increased from 2-1/4 per cent to 2-1/2 per cent.

NLMA nationwide survey reveals some eye-opening economic predictions. More than 95 per cent of some 400 lumber and wood product manufacturers responding to a nationwide survey by the National Lumber Manufacturers Assn. predicted their industry will produce and sell as much lumber in 1959, as in 1958.

Despite threat of tight mortgage money, nearly 60 per cent of lumber manufacturers covered by the survey expect private non-farm housing starts this year to surpass the 1.1-million units likely for '58. A weighted average of replies forecast a 3.5 per cent increase.

Respondents to the survey indicated "tight credit" as the economic factor likely to have the greatest effect on the lumber industry this year. Other factors, in order listed, were: (1) increased competition from other products; (2) taxes; (3) general business uncertainty; (4) inflation; (5) government regulations; (6) international developments.

Lumber manufacturers said the factor most affecting their own company during 1959 will be "increased costs of doing business."

October new construction nosed out '57 chalk-mark. Total new construction put in place during October was valued at nearly \$4.8-billion, 3 per cent above October of '57. Housing starts were 111,000, or 14,000 units more than in October of the preceding year. This brought the seasonally adjusted annual rate of private starts up to 1.26-million units, the highest level in three years. Together, FHA and VA starts equaled 45 per cent of all private starts, as compared to only 32 per cent in October 1957.

From at least one certified indication, business is booming in the South. An official examination of the percentage of change in building permit activity in the first six months of 1957 and 1958 revealed these Southern states to have registered increases of 20 per cent or more: Alabama — 46%; Arkansas — 25%; Delaware — 36%; D. C. — 37%; Georgia — 21%; Louisiana — 35%; Mississippi — 39%; Missouri — 54%; North Carolina — 29%; Oklahoma — 37%; Tennessee — 38%; and Texas — 33%. States registering at least a 5 per cent decrease over the comparable period: Maryland — down 12%; West Virginia — down 8%.

Selected Southern cities registering 20 per cent increases and above: Atlanta — 22%; Birmingham — 50%; Norfolk — 29%; and Washington, D. C. — 49%. The Dixie cities on the decrease: Baltimore — down 34%; Miami — down 9%.

A sweeping income tax law change permits a corporation to be taxed as a partnership. It can be done by consent of all stockholders, provided that only common stock is owned by no more than ten individuals. Also, no more than 20 per cent of its gross receipts can be from interest, dividends, rents, royalties, or profits on securities. Under such, the corporation will pay no taxes at all, with the stockholders reporting all income.

Southern Building Supplies:

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Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FRanklin 5-8283. President: L. A. Hardman, Helena, Ark.

Building Material Merchants of Georgia — 610 Glenn Building, 120 Marietta Street, N. W., Atlanta 3, Ga. Tel. JA 3-7349. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: R. B. McClure, Charlotte.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GARden 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: A. E. Nickelson, Emporia, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: Wallace W. Henderson, Hopkinsville, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: T. W. M. Long, Shreveport, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GREENwood 2-1194. President: Ralph G. Campbell, Fort Worth, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Wilson Virden, Rolling Fork, Miss.

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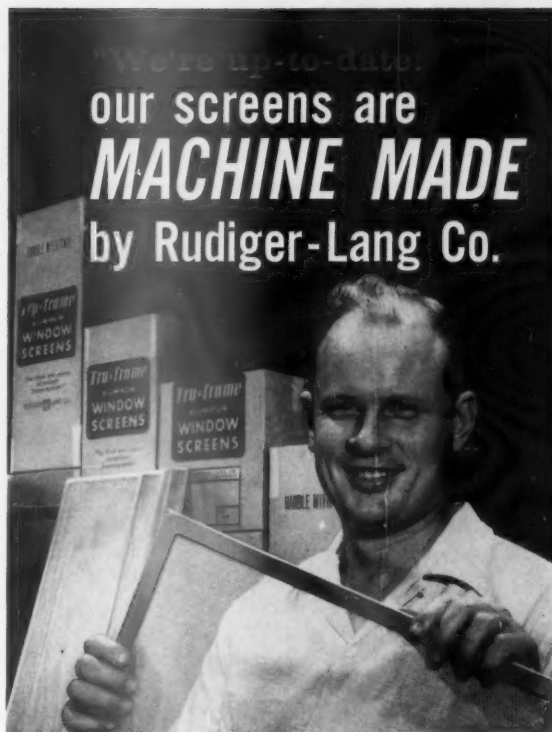
Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Fred Templeman, Enid, Okla.

Southwestern Lumbermen's Association — 512 City National Bank Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: W. M. Robinson, St. Louis, Mo.

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INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Weyerhaeuser Expands Merchandising; Arthur Lahey Heads Market Research



Heading the newly-formed market research and sales programming group of Weyerhaeuser Sales Co. is Arthur Lahey (second from right), formerly manager of product lines for the firm. His assistants include Seymour Kroll (left), manager of market research; William N. Owen (standing), manager of sales programming, and Ortie E. LaVoy (extreme right), manager of product lines.

In a major expansion of marketing and product promotion forces, the Weyerhaeuser Sales Co. has created a new market research and sales programming group and is increasing its field promotion staff.

That was the recent announcement from Executive Vice-President R. S. Douglas at the company's St. Paul, Minn., headquarters.

Arthur Lahey, 25-year Weyerhaeuser veteran long associated with product development, was named by Douglas as manager of the new market research and sales programming group. Others in the new group include: Seymour Kroll, manager of market research; William N. Owen, a district manager for the past five years, manager of sales programming; and Ortie E. LaVoy, previously assistant manager of engineering, as manager of product lines, the position formerly held by Lahey.

This new coordinating group will bring to Weyerhaeuser greater use of market research, more ex-

tensive market and product field testing, and more comprehensive sales programming.

Concurrently, the firm is realigning and enlarging its field promotion force under the general supervision of Theodore Smetana, manager of product promotion. The company will have product promotion men assigned to each of its nine sales districts to work with the 150 district representatives throughout the nation and to promote its products among specifiers, builders, dealers and users.

Thomas Steele Holden Dies; F. W. Dodge Vice-Chairman

Thomas Steele Holden, 72, vice-chairman and former president of the F. W. Dodge Corp., construction news and marketing specialists, died on November 3.

A former architect, Holden joined F. W. Dodge in 1919.

Alabama Shows 71% Gain In September Building

Of 18 Southern and Southwestern states, 14 showed an increase in September contracts for future construction over the same period in 1957, according to the F. W. Dodge Corp.

Alabama showed the highest gain of 71% over the like period of '57, while the District of Columbia's 70% decrease was the biggest drop by a large margin.

Other states showing a gain were North Carolina, up 48%; Texas, 46%; Delaware, 41%; Louisiana, 37%; Kansas, 35%; Georgia, 31%; Oklahoma, 26%; Maryland, 21%; Mississippi, 9%; and Kentucky, 1%. Dodge specified South Carolina, Tennessee, and West Virginia as showing substantial gains.

States falling below the '57 level were District of Columbia, down 70%; Florida, 6%; Arkansas, 2%; and Missouri, 1%.

Flintkote Stockholders Approve Hankins Merger

Stockholders of the Flintkote Co., one of the largest building products manufacturers, have approved merger of the Hankins Container Co. into Flintkote and the purchase by Flintkote of all the assets and business of Orangeburg Manufacturing Co., Inc. The merger and acquisition became effective December 1.

The Hankins merger will enable Flintkote to establish a nationwide container business, according to I. J. Harvey Jr., Flintkote's chairman of the board and chief executive officer. The Orangeburg pipe-producing properties will further expand the diversified line of building products and construction materials already produced by Flintkote, Harvey said.

New directors elected to the Flintkote board are W. L. Davis, president of Hankins, and Hugh J. Robertson, president of Orangeburg.

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American Fence is made of medium-hard, long-life wire uniformly coated with zinc to resist weathering and give longer service. Tension Curve prevents snapping of wires because of pressure and allows for expansion due to temperature changes. Hinge Joint permits fence to give under pressure and allows it to be restraightened. Stay wires are accurately spaced for even fence strength. American Fence is guaranteed full gauge as shown in specification card with each roll. American Fence builds

your reputation as a quality dealer.

American Barbed Wire is galvanized to resist corrosion; it won't crack or peel. It is also carefully stranded to provide proper stretching qualities. Sharp barbs are uniformly spaced.

American Baling Wire meets the requirements of automatic pick-up balers. It holds bales tight, yet bends and ties easily. Coils unwind without tangling; splices do not jam baler. Watertight cartons store safely.

Griptite Staples and TCI Wire Nails — USS Griptite Staples have a true nail point, a flattened head and greater holding power. You get more staples per pound. Both staples and nails now packed in easy-to-open, easy-to-handle, lightweight fibreboard nail caddy, 100 lbs. net in each caddy.

American Poultry Netting is made from true-gauge steel wire that is heavily galvanized to resist rust and corrosive action of chicken yard acids. It unrolls like a carpet and stretches up without a kink or bulge, remaining straight and true. It is made in one-inch and two-inch mesh, No. 20 gauge. All USS steel products are made in America by fellow Americans.



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The United States Steel trademark, USS, is one of the best-known marks in the country. It is widely advertised to your customers in *The Saturday Evening Post* and *Time* and on the *United States Steel Hour* on television. This distinguished mark is on every product made by TCI for sale in your store. It is a pledge of quality which your customers recognize and trust . . . and which influences them to buy.

To further acquaint your prospective customers with the reasons why USS Steel Products are a better buy, TCI places an extensive advertising campaign in leading southern farm magazines and on many radio stations. This advertising builds good will for the dealer who displays the "TCI Farmer" signs and USS emblem in his store.

The *Farmers and Ranchers Handbook* has been widely circulated among southern farmers for over a generation.

It has been revised and brought up to date several times. This valuable booklet which farmers keep for reference is constantly selling and reselling the products and services available to your customers from TCI. Every USS Dealer is encouraged to have a supply of this 72-page booklet, imprinted with his store name and address, to give to his customers.

TCI makes a variety of sales aids (window and counter signs, display boards, product literature, envelope stuffers, etc.) available to USS Dealers to help them sell their customers on the value of USS Steel Products for the farm and home. All these advertising and sales promotion efforts continue to keep your customers and prospects sold on the quality of steel products made by TCI. Tennessee Coal & Iron Division, United States Steel Corporation, Fairfield, Alabama.



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K&M GETS NAM CITATION — The National Assn. of Manufacturers recently saluted Keasbey & Mattison Co. of Ambler, Pa., on its 85th anniversary, for its pioneering role in commercial development of asbestos in the United States. Robert R. Porter, K&M president, receives merit citation from Walter D. Fuller, NAM honorary vice-president, while NAM field rep. J. Victor Dallin looks on.

Ohio Starts Production Of Fiberglas Insulation

The Owens-Corning Fiberglas Corp. has begun production of its new Fiberglas residential building insulation at its Newark, Ohio, plant.

Machines to produce the insulation are already in operation in the Barrington, N. J., and Kansas City, Kan., plants.

The completely fiberized insulation is purportedly so resilient that it can be packaged for warehousing and transportation in half the space formerly required.

'Profit Huddles' May Solve Dealer Problems at Southwestern Meeting

A unique series of small, informal problem-solving sessions called "Profit Huddles" — said to be tailored for today's lumber dealer in an ever-changing market — will be an evident new-wrinkle at the 71st annual convention of the Southwestern Lumbermen's Assn. in Kansas City, Mo., January 25-28.

Convention headquarters will be maintained at the Muehlebach Hotel, with major session activities staged at the city's expansive municipal auditorium.

Regular registration will occur on the mezzanine floor of the auditorium.

Convention activities will officially get under way with the opening of exhibits at the auditorium at noon on Sunday, January 25. The exhibits will remain open until 5:30 p.m. that day, thenceforth opening at 11:00 a.m. and closing at 5:30 p.m. on Monday and Tuesday.

Three "Profit Huddles" to be held on Monday and Tuesday are geared to the over-all theme of "Getting Results Through People . . . Through Merchandising Ideas That Work . . . and Through Cost-Cutting Methods in Handling Materials from Car to Job Site."

Major program speakers scheduled for Tuesday morning appearances are Robert Blackstock of Seattle, Wash. and Leslie G. Everitt of Washington, D. C., NRLDA president and vice-president, respectively. Blackstock will discuss "Controlling the Sale — Your Key to Profit," while Everitt, "Your National Association Looks Ahead."

"Why Dealers Must Merchandise Components" will be subject of a joint discussion to follow by Clarence A. Thompson and Raymon H. Harrell, president and executive vice-president, respectively, of the Lumber Dealers Research Council; D. B. Sedgwick, merchandising director, Douglas Fir Plywood Assn.; and George Messner, National Plan Service, Inc.

The meeting will be climaxed on Wednesday with a luncheon, featured speaker at which will be Marguerite Higgins, Pulitzer-prize-winning correspondent of the *New York Herald-Tribune*.

Officers of the Southwestern Lumbermen's Assn. are W. M. Robinson, St. Louis, Mo., president; D. J. Fair, Sterling, Kans., first vice-president; James H. Wiseman, Searcy, Ark., second vice-president; W. W. Richardson, Tulsa, Okla., third vice-president; Phil E. Bruner, treasurer, and G. Kenneth Milliken, executive vice-president, both of Kansas City, Mo.



SSDJA DIRECTORS 'TAKE' TO FLORIDA — This group of smiling, sport shirt-bedecked directors of the Southern Sash & Door Jobbers Assn. basked in predictions about record-breaking construction coming up, as well as in Florida sunshine, during their 19th annual winter meeting at Miami Beach Nov. 21-23. SSDJA President J. W. Zuber of Atlanta, Ga., in an address to members, underscored importance of manufacturer-jobber cooperation, and called for alertness to avoid loose operations as activity increases and profits accrue in 1959. In attendance were 352 members, their wives, and guests.

Seated above are (l to r) Maurice Long, Paducah, Ky.; P. L. Ullom, Sweetwater, Texas; President J. W. Zuber, Atlanta, Ga.; Secretary-Treasurer Thomas Birchfield, Memphis, Tenn.; Second Vice-President J. Reese Jones Jr., Shreveport, La.; James M. Green Jr., Orangeburg, S. C.; and T. E. Addison Jr., Atlanta, Ga.

Standing are (l to r) Carlton Wyche, Dallas, Texas; Merritt Sutherland, Hopkinsville, Ky.; W. Horace Woods, Houston, Texas; J. E. McCord Jr., Corpus Christi, Texas; Charles R. McKee and B. W. Harper, both of New Orleans, La.; Manuel F. Harris, Waco, Texas; John M. McIntosh, Savannah, Ga.; T. L. Vincent, Richmond, Va.; Wilber R. Davis Jr., Tampa, Fla.; R. C. Slack, Miami, Fla.; R. M. Smith, Wilmington, N. C.; and Wallace F. Green, Nashville, Tenn.

Tectum Begins Production At New Arkansas Plant

The Tectum Corp., six-year-old manufacturer of building materials, has begun production at its new \$3.5-million plant at Arkadelphia, Ark.

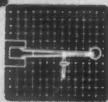
The new plant, capable of producing over 60-million board feet of material a year, will serve the southern and western market areas.

Tectum is used for roof decks, sidewalls, suspended acoustical ceilings and related building purposes.

The product is fabricated by means of an automatic continuous line process.



Micro-Tongue



for Faster Laying . . . Perfect Fit

Micro-Groove

**How your carpenters can
save hours per house**

Every strip of Long-Bell Oak Flooring is carefully processed by precision tooled machines. Every strip quickly taps into perfect, hairline fit. The edges and ends of every strip are machined to the most exacting standards. They readily join to form a splinter-free surface.

make your next move a Long-Bell floor

Homeowners prefer the classic warmth of Long-Bell Oak Flooring. They have made it the First Choice in Residential Construction.

Yes, Long-Bell Oak Flooring gives you a wonderful selling tool . . . for it is the best flooring money can buy.



Produced in Volume . . . For Lower
Unit Cost.

INTERNATIONAL PAPER COMPANY

Long-Bell

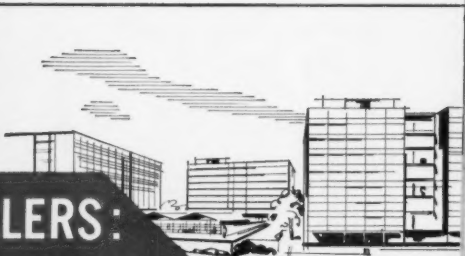
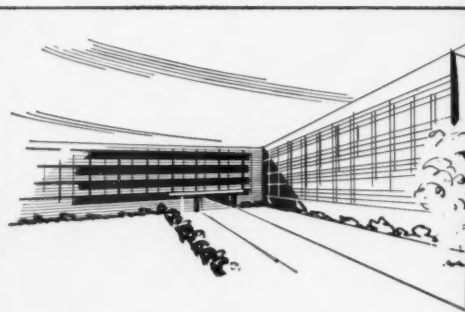
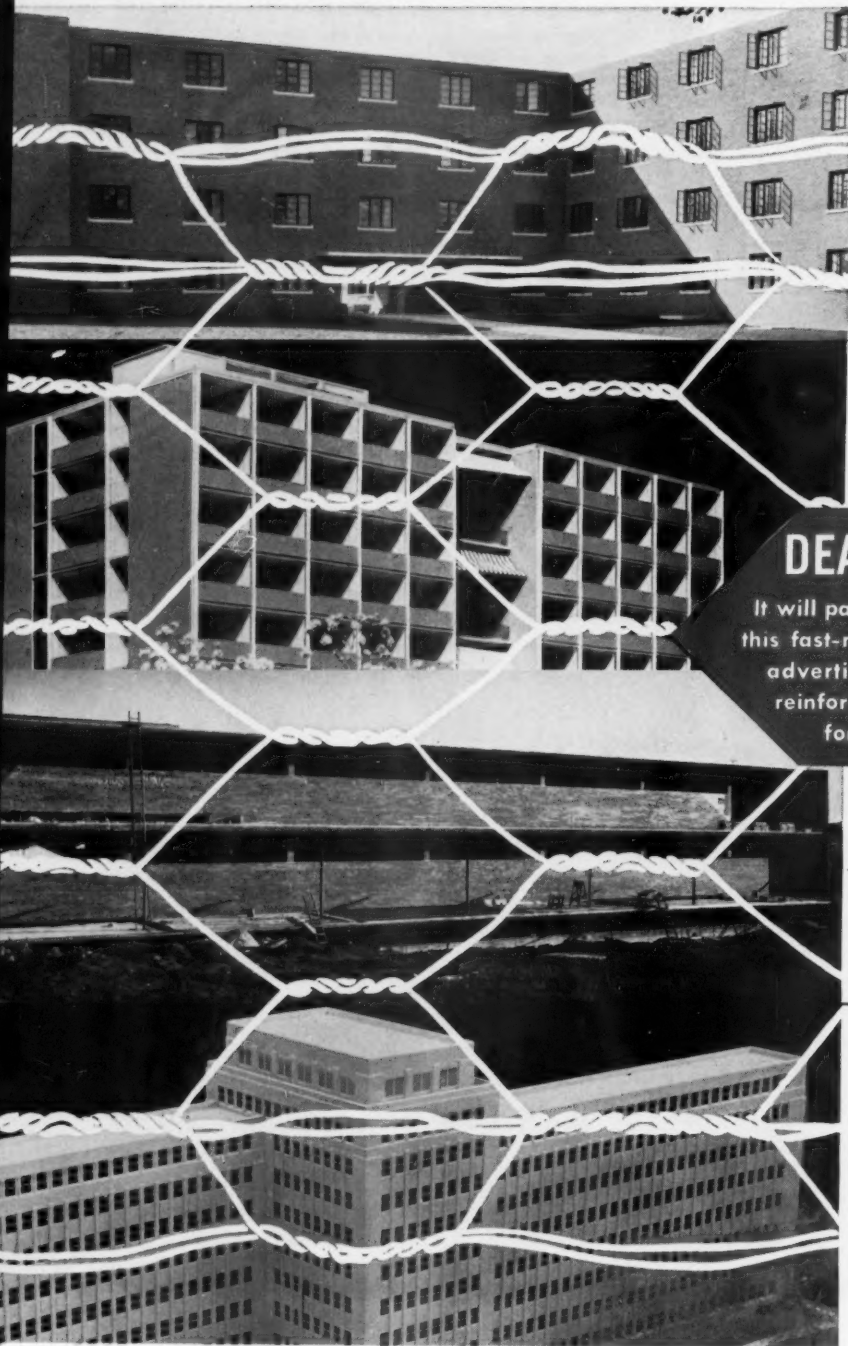
DIVISION

Kansas City, Mo. Longview, Wash.

keywall

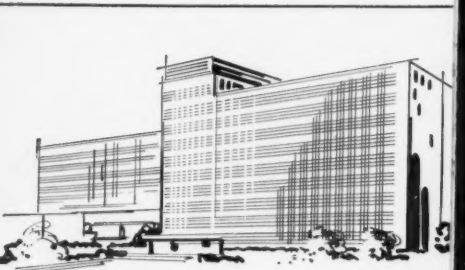
GALVANIZED

MASONRY REINFORCEMENT



DEALERS:

It will pay to tie in with this fast-moving, widely-advertised masonry reinforcement. Write for details.





goes to college




Iowa

Iowa State College: Keywall masonry reinforcement approved for Helser Hall, a new men's dormitory at Iowa State College, Ames, Iowa. Architect: Brooks-Borg, Des Moines, Iowa; General Contractor: W. A. Klinger Construction Co., Sioux City, Iowa.



Missouri

University of Missouri: Three 9-story residence halls and a single cafeteria unit for women students being constructed at the University of Missouri, Columbia, Missouri. Keywall is being used in this vast project. Architect: Hellmuth, Obata and Kassabaum, St. Louis, Missouri. General Contractor: D. C. Bass & Sons, Enid, Oklahoma.



Kansas

University of Wichita: Keywall used in masonry curtain walls in the new Mathematics and Physics Building at the University of Wichita, Wichita, Kansas. Architect: W. I. Fisher & Company, Wichita, Kansas. General Contractor: Hahner & Foreman Inc., Wichita, Kan.



Indiana

Indiana University: The Elisha Ballantine Hall, a basic course classroom building at Indiana University, Bloomington, Indiana. Masonry walls are being reinforced with Keywall. Architect: A. M. Strauss Inc., Fort Wayne, Indiana. General Contractor: Huber, Hunt and Nichols Inc., Indianapolis, Indiana.

Campus buildings are getting greater reinforcement at lower cost

Architects accept Keywall masonry joint reinforcement for building projects at colleges and universities. Look at these new classroom buildings and residence halls at four leading universities. Masonry joints on these buildings are being reinforced with Keywall for added strength, greater crack resistance.

The ability of Keywall to increase lateral strength and reduce shrinkage cracks in masonry has been demonstrated on job after job. Recent tests confirm this superior quality. Architects know they're getting effective reinforcement at a savings.

Masons like Keywall... they use it as specified. They find it easy to handle and easy to adapt to a wide range of applications. Keywall can be lapped at corners without adding thickness to joints. Full embedment and a complete bond are assured.

Galvanized Keywall can be stored any place without rusting. No wonder Keywall wins wide acceptance among builders and architects!

Keywall is made for the following wall thicknesses: 4", 6", 8", 10" and 12".

KEYSTONE STEEL & WIRE CO.

PEORIA 7, ILLINOIS

Keywall • Keycorner • Keymesh®
Keystrip • Welded Wire Fabric





NEW NRLDA 'BRASS' LINE-UP — Herbert W. Blackstock of Seattle, Wash., third from left, was elected president of the National Retail Lumber Dealers Assn. for 1959 at the annual meeting of the NRLDA's board of directors in Chicago in November. Other officers elected at the time were (l to r) H. R. Northup, executive vice-president, Washington, D. C.; Paul DeVillie, first vice-president, Canton, Ohio; Blackstock; Leslie G. Everitt, second vice-president, Colorado Springs, Colo.; W. B. Oldham, treasurer, Dallas, Texas; and E. H. Libbey, secretary, Washington, D. C.

Attendance registration at the fifth annual NRLDA Building Products Exposition hit the 9,304-mark. Visitors were registered from such globe-circling points as Sweden, Switzerland, Germany, the Soviet Union, Australia, and Brazil. Sixty-three new names were among the 210 exhibitors who filled 226 exhibit booths with latest products, equipment, and services of the building materials industry.

J-M Executive Says U. S. Building To Exceed Record \$50-Billion in '59

New construction alone in the United States will exceed \$50-billion, and possibly reach \$52-billion in 1959, according to W. R. Wilkinson, vice-president of Johns-Manville Corp., manufacturer of building materials and industrial products.

Current estimates indicate an additional \$20-billion will be spent in 1959 on modernization, remodeling, maintenance, and repair of existing structures, Wilkinson said. In his capacity of general manager of the J-M Building Products Division, Wilkinson maintains continuing contacts with architects, industrial construction engineers and building materials dealers all over the United States.

The final figures, he said, will depend somewhat on the availability of mortgage money.

Redwood Production Tops '58 Record in September

Redwood mills in September reached the highest production rate of 1958, according to the California Redwood Assn.

Redwood production figures for the 14 mills reported a 16 per cent production increase and shipments throughout the U. S. exceeding production for the seventh successive month.

The quick response of housing to the easing of mortgage rates earlier this year, the continued low vacancy rate, increasing numbers in the marriage-age population after a 10-year decline, and a continually increasing volume of demolition of old structures as a result of the stepped-up national highway program, have now combined to create an annual need in excess of 1,200,000 new dwellings, he said.

Four Southern Directors Elected at NBMDA Session

Four Southern building material wholesalers were named as association directors at the 7th annual convention of the National Building Materials Distributors Assn. in Chicago during November.

They are Gordon Hampton, Building Products Co., Baton Rouge, La., chosen for one year; C. J. Friedl, Wholesale Service Co., Inc., Louisville, Ky., two years; and E. H. Fahrenkrog, Building Products Supply Co., St. Louis, Mo., and Harold C. May, May Supply Co., Little Rock, Ark., both for three-year terms.

NBMDA officers for 1959 are Don Knecht, Rapid City, S. D., president; M. C. Blackstock, Seattle, Wash., vice-president; and

James L. Mills, Manchester, N. H., treasurer.

Harold W. Sparks, Lumberyard Supply Co., St. Louis, participated in a panel discussion on the "new look in wholesaling" at the business meeting.

Kansas City Lumberman Robert L. Sweet Passes



Robert L. Sweet

Robert Lockwood Sweet, 56, president of the R. L. Sweet Lumber Co., Kansas City, Mo., died November 21 after several month's illness. His death was attributed to a brain tumor.

An active lumberman, Sweet was a former director of the Southwestern Lumbermen's Assn., and a current director of the Lumber Dealer's Research Council, Washington, D. C. He also was a member of the Kansas Lumbermen's Assn. and the National Retail Lumber Dealers Assn.

His late father, Cyrus Bardeen Sweet, was vice-president of the Long-Bell Lumber Co. until retirement a number of years ago.

Honors bestowed on Sweet since 1955 were multiple. He was president of the Chamber of Commerce of Kansas City in 1955-56; Man-of-the-Month of Greater Kansas City, January, 1957; honored by the Home Builders Assn. of Greater Kansas City in 1956 for contribution to Kansas City and the home building industry in particular; and cited by NRLDA in 1957 for outstanding contribution to the lumber industry.

He is survived by his widow and two married daughters.

(More INDUSTRY NEWS on page 46)

Why builders insist on Grade-Marked Southern Pine for their own homes



David Fox and Ike Jacobs of Fox & Jacobs Construction Co., have won no less than six national awards for "Flair For Living" communities in Dallas. For the all-important wood skeleton that holds a house together, they use Grade-Marked Southern Pine. Why? They say: "When buying Southern Pine, we look for the SPIB symbol that tells us it meets the high standards of the Southern Pine Inspection Bureau for dryness. Dry Southern Pine is the strongest structural lumber you can buy. And we look for the SPA mark meaning dependable lumber from one of the mills of the Southern Pine Association."

The soft richness and beautiful grain of Southern Pine are used in beams, ceiling and paneling to bring spacious harmony to this light, airy living room. A modern counterpart of the many old Colonial Homes, show-places today, which feature mellow Southern Pine.

See your lumber dealer—insist on Grade-Marked Southern Pine from the mills of the Southern Pine Association

For Free Booklet Write: SPA, Box 1170, New Orleans



THESE ARE THE QUALITY MILLS OF THE SOUTHERN PINE ASSOCIATION

ALABAMA

The Allison Lumber Company
Olon Belcher Lbr. Co., Inc.
S. E. Belcher, Inc.
W. A. Belcher Lbr. Co.
W. E. Belcher Lbr. Co.
Clancy Lumber Company
Graham Lumber Company
Jackson Saw Mill Co., Inc.
Ray E. Loper Lumber Company
McMillan Mill Company
McShan Lumber Company
T. R. Miller Mill Co., Inc.
Reid Brothers Lumber Company
Scotch Lumber Company
M. W. Smith Lumber Company
M. W. Smith Sawmill Co.
W. T. Smith Lumber Co., Inc.
Summerville Brothers Lbr. Co.
Horace S. Turner, Jr., Inc.
W. T. Vick Lumber Company
W. J. Word Lumber Company

Bellamy
Brent
Green Pond
Birmingham
Centreville
Grayson
Maplesville
Jackson
Tuscaloosa
Brewton
McShan
Brewton
Evergreen
Fulton
Jackson
Camden
Chapman
Aliceville
Mobile
Hamilton
Scottsboro

ARKANSAS

P. E. Barnes Lumber Company
Bearden Lumber Company
Bradley-Southern Division
Potlatch Forests, Inc.
Crossett Lumber Company
Dierks Forests, Inc.
Fordyce Lumber Company
W. S. Fox & Sons
Fuller Lumber Company
Gurdon Lumber Co., Inc.
Ozan Lumber Company
Reynolds & Draper Lumber Co.
Sturgis Brothers
Urbana Lumber Company
J. L. Williams & Sons
Herman Wilson Lumber Co.

Hamburg
Bearden
Warren
Crossett
Hot Springs
Fordyce
Pine Bluff
Lewisville
Gurdon
Prescott
El Dorado
Manning
Urbana
Sheridan
Leola

FLORIDA

Alger-Sullivan Sawmill Company
Dantzler Lumber & Export Co.
Mutual Lumber Co.
Neal Lumber & Mfg. Co.
Ocala Lumber Sales Co., Inc.
Thomas Lumber & Mfg. Co.

Century
Jacksonville
Jacksonville
Blountstown
Ocala
Quincy

GEORGIA

Alexander Brothers Lumber Co. Columbus

Augusta Hardwood Co.
The J. N. Bray Company
Ellijay Lumber Company
A. T. Fuller Lumber Co.
Georgia-Pacific Corp.
Holly Springs Lumber Co.
Jeffreys-McElrath Mfg. Co.
Reynolds & Manley Lbr. Co.
Rush Lumber Co.
Shepherd Lumber Corp.
L. B. Springle Lbr. Co.
Sullivan Lumber Co.
Tolleson Lumber Co.

LOUISIANA

J. A. Bentley Lumber Co.
L. L. Brewton Lumber Co.
Ronald A. Coco, Inc.
Crowell Lumber Industries
Harless Lumber Co., Inc.
Hillyer-Duetsch-Edwards, Inc.
A. J. Hodges Industries, Inc.
Hunt Lumber Co., Inc.
L. D. Kellogg Lbr. Co.
Lock-Moore & Co.
Louisiana Long Leaf Lumber Co.
Martin Timber Co.
Roy O. Martin Lbr. Co., Inc.
Carroll W. Maxwell Lumber Co.
Olin Mathieson Chemical Corp.,
(Forest Products Div.)
N. D. Roberts Lbr. Co.
Sabine Lumber Co.
Springhill Lumber Company
Sturgis-Nix Lumber Co.
Tremont Lumber Co.
The Urania Lumber Co., Ltd.
Woodard-Walker Lumber Co.
Woodard-Walker Sawmill Co.

MISSISSIPPI

Bailey Lumber Co.
Crosby Lumber & Mfg. Co.
The L. N. Dantzler Lumber Co.
A. DeWeese Lumber Co., Inc.
D. L. Fair Lumber Co.
Joe N. Miles & Sons

Augusta
Valdosta
Blue Ridge
Ocilla
Augusta
Atlanta
Macon
Savannah
Hawkinsville
McRae
Gainesville
Preston
Perry

Zimmerman
Winnfield
Baton Rouge
Long Leaf
Lake Charles
Oakdale
Shreveport
Ruston
Alexandria
Lake Charles
Fisher
Castor
Alexandria
Pollock
Shreveport
Alexandria
Zwolle
Springhill
Ruston
Joyce
Urania
Taylor
Heflin

Laurel
Crosby
Perkinson
Philadelphia
Louisville
Lumberton

Fleishel Lumber Co.
International Paper Co.
(Long-Bell Division)

NORTH CAROLINA

Evans Lumber Co.
L. R. Foreman & Sons Lumber Co.
Hutton & Bourbonnais Co.
W. P. Morris Lumber Co.

St. Louis
Kansas City

Nashville
Elizabeth City
Hickory
Jackson

SOUTH CAROLINA

Dargan Lumber Mfg. Co.
Flack-Jones Lumber Co., Inc.
Holly Hill Lumber Co.
Lightsey Brothers
Carl W. Mullis Lbr. Co.
Russellville Lbr. Co.
Tilghman Lumber Co.
C. M. Tucker Lumber Corp.

Conway
Monck's Corner
Holly Hill
Miley
Lancaster
Sumter
Sellers
Pageland

TENNESSEE

E. L. Bruce Co., Inc.
Vestal Lumber & Mfg. Co., Inc.

Memphis
Knoxville

TEXAS

Allen-Peavy Lumber Co.
Anderson Mfg. Co.
Angelina County Lumber Co.
Angelina County Lbr. Co., (Jasper Div.)
Atlanta Lumber Co.
Boettcher Lumber Co.
W. T. Carter & Brother
Ealand-Wood Lumber Co.
Edens-Birch Div.
Southwest Lumber Mills, Inc.
Grogan Bros. Lumber Co.
Grogan-Cochran Lumber Co.
Lacy H. Hunt Lumber Co.
Kirby Lumber Corp.
L. & M. Lumber Co.
The Lutch & Moore Lumber Co.
Southern Pine Lumber Co.
Williams Lumber Co.

Kountze
Tenaha
Keltys
Jasper
Atlanta
Huntsville
Houston
Jasper
Corrigan
Conroe
Magnolia
Nacogdoches
Houston
Willis
Orange
Diboll
Cleveland

VIRGINIA

Barnes Lumber Corp.
Union Bag-Camp Paper Corp.
The Williams & McKeithan Lbr. Co.

Charlottesville
Franklin
Lynchburg

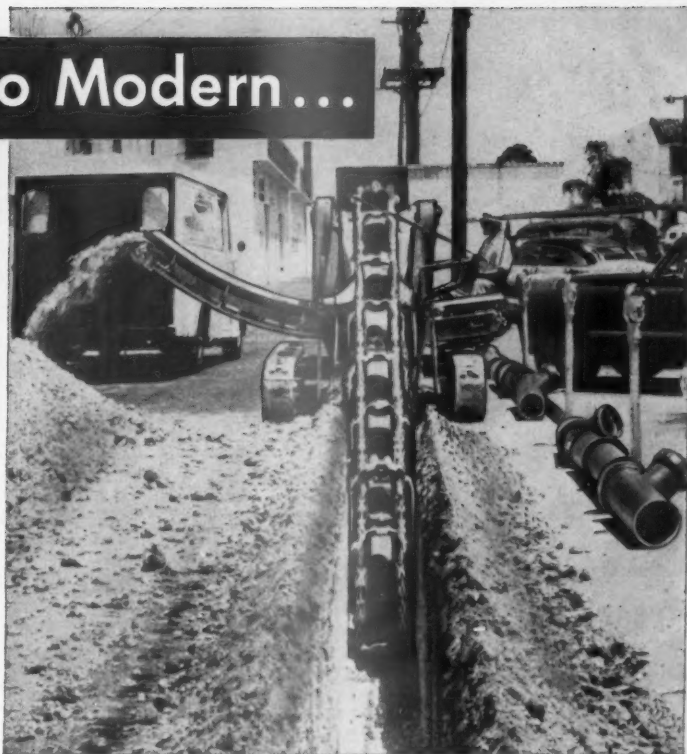
MISSOURI

Dierks Forests, Inc. Kansas City

SPA mills also support The National Wood Promotion program

When Cities Go Modern...

CLAY PIPE SEWERS GO IN



CORAL GABLES, FLORIDA, had a population of only 8,300 people in 1940. Today, the population has zoomed to more than 30,000—and public health facilities are being modernized to meet this amazing growth. A 259,000-foot bond-financed sewerage system, costing \$3,372,000, is being installed.

Vitrified Clay Pipe is the safe choice of city officials, because it's sure to give dependable, trouble-free service long after the bonds are retired.

Clay Pipe is not only the *safe* material, but the practical material for municipal sewerage. A wide variety of new jointing methods and materials, developed through Clay Pipe research, insure a system that holds infiltration to a minimum, even in Florida's high-water-table areas. And Clay Pipe is the economical material, because its cost-per-year-of-service is the lowest. Where public health is at stake, why take chances on substitutes? Specify and install Vitrified Clay Pipe . . . guaranteed for 50 years.

OCONEE

**CLAY PRODUCTS
MILLEDGEVILLE
GEORGIA**

**COMPLETE LINE
OF BURNED CLAY PRODUCTS**
VITRIFIED CLAY PIPE
VITRIFIED CLAY FITTINGS
VITRIFIED FLUE LINERS
DRAIN TILE FACE BRICK

WRITE FOR CIRCULAR
DESCRIBING

**OCONEE'S
NEW WEDGE LOCK**

Factory made plastic joints that snap
together instantly!

WHY *are some window units better than others?*

Quality window units are made to be better than Department of Commerce Commercial Standards. However, the big difference among various makes is in the degree of protection each provides against infiltrating cold air, dirt and dampness. How much protection, or how little, depends on the efficiency and durability of the weatherstrip—which is the important reason why the window units you sell should be equipped with MetaLane weatherstrip.

MetaLane® is made from an aluminum alloy with nearly twice the tensile strength of other aluminum weatherstrip materials. Monarch adds extras to the anodizing process, plus impregnating the bright metal surface with non-staining lubricant. MetaLane never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, always keeps windows operating freely.

Promote MetaLane-equipped window units. They cost no more, and give the home owner far more in value and weather protection.



MONARCH METALANE weatherstrip adds a plus to **ANODIZED ALUMINUM**



Monarch is the
Originator of
anodized aluminum
weatherstrip

MONARCH METAL WEATHERSTRIP CORP.

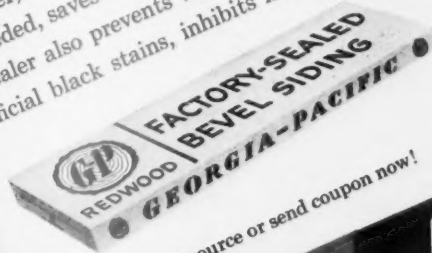
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ST. LOUIS 4, MO.

**NEW
GEORGIA-PACIFIC
FACTORY-SEALED
REDWOOD SIDING**

**CUTS TIME
AND PAINT COSTS!**

Georgia-Pacific's immersion-sealing process coats bevel siding both front and back. Paint or stain flows on faster, covers better, lasts longer. No back-priming is needed, saves one front coat of paint! New sealer also prevents water spotting, superficial black stains, inhibits mold.



Call local G-P source or send coupon now!

**Order now!
Sell for Spring Building!**

New plastic-coated, heat-sealed package protects this siding at yard or job site. Builders can take delivery early, be ready to take advantage of good weather. New package cuts handling time, prevents damage and marring loss.

Georgia-Pacific, Dept. SSS159, Equitable Bldg., Portland, Ore.
Please send me complete information and nearest source
for new Factory-Sealed Redwood Bevel Siding.

Name

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Address

City Zone State

YOUR MOST POWERFUL SUPPORT IN 1959

You're on firm footing with Barclay plastic coated panels and Barclite fiberglass panels, backed by the most exciting promotion in the industry: full-page color ads that reach home owners... hard-hitting ads in magazines read by architects, contractors, decorators, builders... eye-stopping newspaper mats to bring these customers to **you**... and displays, booklets, folders, posters, streamers — everything to give you the easiest selling job of your life. Plus — great high profits on every panel! Get full information as well as free samples of all material... phone or write your Barclay and Barclite distributor now!



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BARCLITE CORPORATION OF AMERICA
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BARCLAY / BARCLITE

Many Weyerhaeuser 4-Square Lumber and Building Products...



NU-LOC: A made-to-measure lumber . . . cuts labor costs, speeds construction.



DIMENSION: Kiln-dried lumber contributes to sound, durable construction.

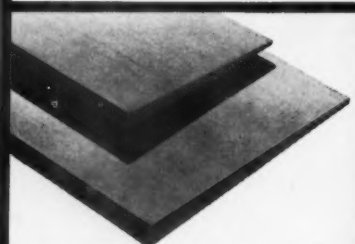


PANELINGS: Beautiful western woods available in a choice of patterns.

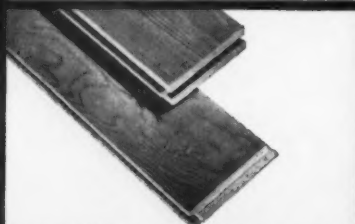
**to strengthen the
selling position
of Retail
Lumber Dealers**



BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



SIDINGS: Available in popular patterns for beautiful exterior stylings . . . in a broad selection of grades and species.



END-MATCHED LUMBER: Items include wall and roof sheathing, sub-flooring, finish flooring, drop siding and ceiling.

As the Weyerhaeuser 4-Square line of quality lumber products grows . . . so does the opportunity for dealer profits. The broad selection of identically trademarked Weyerhaeuser 4-Square products puts you, the retail lumber dealer, in a strong competitive position and helps you build repeat business . . . because one good product helps sell others.

With lumber trademarked Weyerhaeuser 4-Square, you are assured that it is properly seasoned, precision manufactured, uniformly graded and carefully handled and shipped. The complete line of Weyerhaeuser 4-Square products, in a wide choice of species and grades, includes boards and dimension, panelings, sidings, floorings, mouldings, steppings, plywoods, finish and trim, plus many specialty products such as Nu-Loc lumber and Loc-Wall paneling.

Today's broad line of Weyerhaeuser 4-Square Lumber and Building Products is helping many dealers improve their sales and profits. Your Weyerhaeuser District Representative will give you detailed information on how these modern lumber products can help your business.

Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINN.

Weyerhaeuser

4-SQUARE

LUMBER AND BUILDING PRODUCTS



SCORING BEST DAY AFTER DAY

Bestwall Fireproof Gypsum Wallboard

Bestwall Gypsum Wallboard is reinforced with glass fibers to provide easier, quicker application. It scores and snaps cleaner, nails better and provides greater crack resistance. The difference is in the glass fiber gypsum core! This means more sales and more satisfied customers for you.

Your customers will insist on Bestwall Gypsum Wallboard—it's economical, easy to apply, easy to decorate, and fireproof.

Score more sales Day after Day with Bestwall, the gypsum wallboard that's always a winner. Call your local Bestwall Certain-teed Sales Corp. representative today for the finest products and service. He's as near as your telephone.



BESTWALL GYPSUM COMPANY • Ardmore • Pennsylvania
• Plants and offices throughout the United States







Their famous quality offers you a great opportunity!

You'll get a new kick out of selling when you handle Andersen WINDOWALLS. Callbacks on owner complaints are rare. And there's none of this business of *trying* to prove you've got a good window . . . you've got the best!

Builders, homeowners, everyone you sell already are familiar with Andersen WINDOWALLS' beauty and quality. Those who have Andersen WINDOWALLS are proud of them. A good share of those who don't have them would like them. Profits couldn't be more promising.

Andersen WINDOWALLS are not only No. 1 in the industry, they're growing bigger. And growing with them is as easy as becoming an aggressive Andersen dealer. So pick up your telephone and call one of the Andersen distributors below. Or get all the facts you want by writing Andersen Corporation, Bayport, Minnesota.

← Andersen Casement Windows, Charles Klopp, Architect

Andersen Windowalls TRADEMARK OF ANDERSEN CORPORATION are quickly

available from complete stocks of these distributors

ALABAMA

Birmingham Sash & Door Company, Birmingham

FLORIDA

Huttig Sash & Door Company, Jacksonville

GEORGIA

Huttig Sash & Door Company, Atlanta

KANSAS

Rock Island Wholesale Company, Wichita
Rounds & Porter Company, Wichita

KENTUCKY

Huttig Sash & Door Company, Louisville
Weyerhaeuser Distributing Yard, Louisville

LOUISIANA

Davidson Sash & Door Company, Alexandria,
Lafayette and Lake Charles
New Orleans Sash & Door Company, New Orleans
United Sash & Door Company, Baton Rouge

MISSOURI

American Sash & Door Company, Kansas City
Lumbermen's Supply Company, St. Joseph
Huttig Sash & Door Company, St. Louis
Imse-Schilling Sash & Door Company, St. Louis
Toombs & Company, Springfield

NORTH CAROLINA

Huttig Sash & Door Company, Charlotte

TENNESSEE

Huttig Sash & Door Company, Knoxville and
Nashville
Memphis Sash & Door Company, Memphis

TEXAS

Huttig Sash & Door Company, Dallas

VIRGINIA

Huttig Sash & Door Company, Roanoke
Morgan Millwork Company, Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

KV gives you more of just what you're looking for!

*★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!*

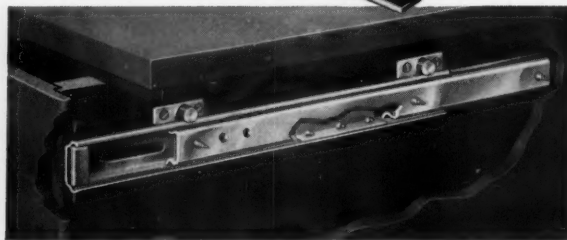


K-V OFFERS YOU the most complete line of drawer slides on the market today for every type of installation. Fast-selling too, because builders and householders recognize their quality and performance. Well designed, sturdily constructed; keep drawers from sagging or sticking. Quickly and easily installed. Ask your K-V sales representative about this great line—soon.

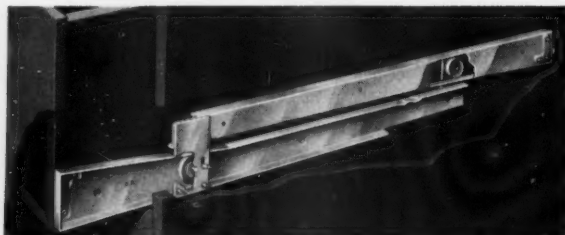
No. 1300 drawer slide. Lightweight extension slide. Up to 50 pound capacity. Ball bearings, nylon rollers. Sizes 12" to 28".



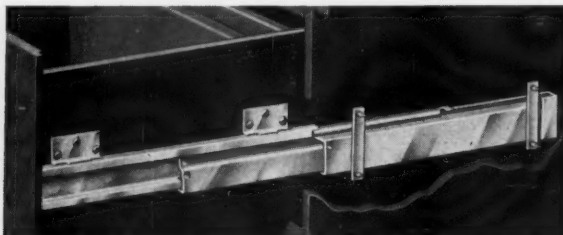
No. 1100 drawer slide. Ideal for kitchen and other home cabinets. Full 25 pound capacity. Nylon rollers. Sizes: 18" to 24".



No. 1400 drawer slide. (Full-Extension) Self-lubricating frictionless bearings; won't sag under 100 lb. loads at full extension. Sizes: 12" to 38".



No. 1600 drawer slide, with 100 lb. load. Closes automatically when drawer is within 6" of closing. Ball bearing nylon rollers. Sizes: 17" to 27".



No. 1700 drawer slide. (Full-Extension) Extra heavy-duty, fully progressive. No strain even under loads of 100 pounds or more. Sizes: 17" to 27".

Knap & Vogt Manufacturing Company, Grand Rapids, Michigan
MANUFACTURERS OF ADJUSTABLE SHELF HARDWARE, SLIDING AND FOLDING DOOR HARDWARE, CLOSET AND KITCHEN FIXTURES AND HANDY HOOKS FOR PERFORATED BOARD

In Modern Kitchens *"Women prefer
the Walnut look..."*



new distributors for...

Pionite LIFETIME LAMINATES

THE ATLANTA OAK FLOORING COMPANY proudly announces its appointment as distributors for Pionite products in the Carolinas and Central Florida. We place our history of integrity in the field of woods and wood grains behind the matchless beauty of these versatile laminates, now in use in more than 8 million homes, businesses and industrial establishments.

Fashioned and styled in the finest wood grains, Pionite is the lifetime laminate four out of five women choose for their homes. Pionite means precision quality . . . the melamine armored surface resists cigarette burns, fading and hot fats. Pionite is impervious to fruit juices and will withstand heat up to 275 degrees F. Pionite surfaces banish forever scuffs, dents, scratches, chips and cracks.

You owe it to your customers to offer the beauty, styling and economy of Pionite lifetime finishes. Write now for a sample chain and prices.

Atlanta Oak Flooring's convenient warehouse locations in Charlotte and Raleigh, N. C., Greenville, S. C. and Orlando, Fla. assure you of immediate order delivery.

Remember . . . Women *prefer* the Pionite finish!

ATLANTA OAK FLOORING CO.

Charlotte, N. C. • Raleigh, N. C. • Greenville, S. C. • Orlando, Fla.



Here Comes the BIG BOOM!

Get ready for the rich opportunities of the Greater Space Age with your own I.C.B.M. Increased Concentration on BILT-WELL Merchandising

This is the Space Age—living space, that is. More and more families in this land of ours—a million a year by 1965. Fifteen million new homes needed in the next 10 years!

To help you make the best of this rich opportunity, BILT-WELL has developed an eleven-point program for cultivating Architects

Builders

Buyers

Remodelers



11 BILT-WELL

1.

BILT-WELL builder-architect promotions

Meeting series, with help of BILT-WELL jobber and factory personnel—participation by BILT-WELL and jobber in cost of meetings.

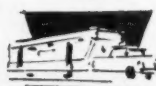


Schedule your 1959 meetings right now with BILT-WELL help.

2.

New BILT-WELL product mobile

Here is a traveling display made to help you win new friends with full size displays of BILT-WELL Products.



3.

BILT-WELL builder-architect direct mail program

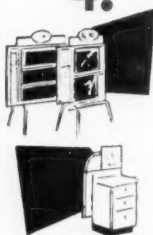
Keep in touch with all your builders and prospects. We furnish literature for your own mailing list.



4.

BILT-WELL Product-in-action floor display

Put space in your showroom to work with BILT-WELL floor displays. Operating samples of doors, windows, cabinets to boom remodeling sales, interest builders in BILT-WELL Products.



5.

BILT-WELL'S CABINET PLANNING TRAINING PROGRAM

Complete with lectures, films on kitchen and storage planning! Thousands of BILT-WELL dealer salesmen already have become cabinet specialists!

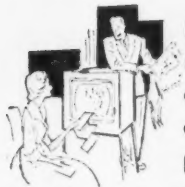


6.

BILT-WELL'S cooperative advertising program

Sell BILT-WELL woodwork in your newspapers and on your TV and Radio Stations!

Merchandising Tools



Set up your plan—then see your BILT-WELL jobber. He will help you submit it to BILT-WELL's advertising department for approval and cooperation in time and space costs. Newspaper mats, TV commercials and slides, radio commercials available.

7.

BILT-WELL'S 1959 National Advertising Program

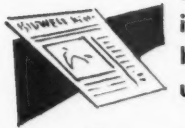
Plan your advertising to tie in with the BILT-WELL national campaign. Ask for the BILT-WELL schedule tie-in mats, blowups of ads and point-of-sale displays.



8.

New BILT-WELL Dealer Bulletin

KEEP IN ORBIT by reading and having your employees read the dealer bulletin BILT-WELL HIGHLIGHTS regularly.



9.

BILT-WELL'S Special Builder Program

Technical and sales aids available include Window Calculators for all BILT-WELL windows—Carpenter Aprons—BILT-WELL model home merchandising kit. (Ask your jobber salesman.)



10.

BILT-WELL Merchandising Tours

See the BILT-WELL factory! Attend product seminars! Learn how to obtain maximum profit from the BILT-WELL line. Ask your jobber for details.



11.

BILT-WELL Identification Program

Display the BILT-WELL Dealer Sign! Use the BILT-WELL trade-mark signs and decals in windows and product displays. Be sure BILT-WELL job signs are up on projects by your builders.



BILT-WELL WOODWORK



Manufactured since 1866 by

CARADCO, INC.

(formerly Carr, Adams & Collier Company)

Dubuque, Iowa

Available from complete stocks of these Distributors

ALABAMA

McPhillips Mfg. Co.
Foot of Lawrence St.
Mobile 2, Ala.

ARKANSAS

Carr-Adams Mfg. Co.
104 North Culberhouse
Jonesboro, Ark.

DELAWARE

Delmarva Sh. & Dr. of Md., Inc.
Barclay, Md.

DISTRICT OF COLUMBIA

Kern Distributing Co.
2640 Ninth St., N.E.
Washington 18, D.C.

FLORIDA

Florida Wholesalers, Inc.
1504 Jessie St.
Jacksonville, Fla.

G. C. Wholesale, Inc.
P. O. Box 8547
Ft. Lauderdale, Fla.

GEORGIA

Binswanger & Co., Inc.
P. O. Box 1305
Macon, Ga.

Neal-Blum Company
50th & Montgomery Sts.
Savannah, Ga.

KENTUCKY

Byron Sh. & Dr. Co.
1519 South Brook St.
Louisville 8, Ky.

Combs Lbr. Co.
P. O. Box 359
Lexington, Ky.

LOUISIANA

Davidson Sh. & Dr. Co.
P. O. Box 627
Alexandria, La.

Davidson Sh. & Dr. Co.
P. O. Box 227
Lafayette, La.

Davidson Sh. & Dr. Co.
P. O. Box 867
Lake Charles, La.

Tulane Mdw. Lbr. Co., Inc.

4200 Tulane Ave.
New Orleans, La.

United Sh. & Dr. Co.
P. O. Box 961
2156 Sorrell Ave.
Baton Rouge, La.

MARYLAND

Delmarva Sh. & Dr. Co.
Barclay, Md.

The Sanders Company
1021 H. Montford Ave.
Baltimore 5, Md.

MISSISSIPPI

Jackson Sh. & Dr. Co.
4100 Northview Dr.
Jackson, Miss.

MISSOURI

Carr-Adams Mfg. Co.
134 Branch St.
St. Louis 7, Mo.

Pacific Mutual Door Co.
1525 W. 31st St.
Kansas City 8, Mo.

Southwestern Sh. & Dr. Co.
Corner B & Maiden Lane
Joplin, Mo.

NORTH CAROLINA

Binswanger & Co., Inc.
Fayetteville, N.C.

NORTH CAROLINA—Cont.

Binswanger & Co., Inc.
P. O. Box 1680
Greensboro, N.C.

Miller Millwork Corp.
P. O. Box 3090
Charlotte, N.C.

OKLAHOMA

Reints Sh. & Dr. Co.
P. O. Box 672
Oklahoma City 1, Okla.

L. C. Morgan Sh. & Dr. Co.
114 F Ave.
Lawton, Okla.

SOUTH CAROLINA

Binswanger & Co., Inc.
1800 Laurel St.
Columbia, S.C.

Binswanger & Co., Inc.
219 Evans St.
Florence, S.C.

Binswanger & Co., Inc.
723 Keith Dr.
Greenville, S.C.

TENNESSEE

Tennessee Bldg. Prods., Inc.
621 Murfreesboro Road
P. O. Box 7166
Nashville 10, Tenn.

Warren Bros. Co.
P. O. Box 1101
Nashville 4, Tenn.

TEXAS

Davidson Sh. & Dr. Co.
P. O. Box 982
Austin 4, Texas

Houston Sh. & Dr. Co.
801 McKee St.
Houston 1, Texas

Lubbock Sh. & Dr. Co.
Box 880
Lubbock, Texas

Southmost Sh. & Dr. Co.
P. O. Box 1166
Harlingen, Texas

Stevens Sh. & Dr. Co.
P. O. Box 370
Corpus Christi, Texas

Stevens Sh. & Dr. Co. of Midland
P. O. Box 1531
Midland, Texas

Stevens Sh. & Dr. Co.
P. O. Box 1898
San Antonio 6, Texas

Sweetwater Sh. & Dr. Co.
Sweetwater, Texas

Geo. C. Vaughan & Son, Inc.
San Angelo, Texas

Wholesale Bldg. Mat. Co., Inc.
1701 Magaffin Ave.
El Paso, Texas

VIRGINIA

Binswanger & Co., Inc.
P. O. Box 1539
Richmond 12, Va.

Binswanger & Co.
of Roanoke, Inc.
1521 Cleveland Ave., S.W.
Roanoke, Va.

Building Supplies Corp.
P. O. Box 477
Norfolk 1, Va.

Roanoke Sh. & Dr. Co.
P. O. Box 896
1212 - 3rd St., S.E.
Roanoke, Va.

Contact Your Nearest
Dierks Representative:

ARKANSAS

FT. SMITH
Bill Chisholm
P.O. Box 744

HOT SPRINGS
Gordon Couch
703 Alpine

LITTLE ROCK
Ray Glover
P.O. Box 2098
Guy F. Landes
P.O. Box 2098

KENTUCKY

OWENSBORO
Russell McAlister
P.O. Box 391

LOUISIANA

ALEXANDRIA
Lloyd Click
#6 Caroline Drive

NEW ORLEANS
Doyne Smelser
242 Little Farms Avenue

SHREVEPORT
Buddy Neal
P.O. Box 631
413 Louisiana Bank Bldg.

MISSISSIPPI

CRYSTAL SPRINGS
C. E. Klumb Lumber Co.
P.O. Box 391

MISSOURI

KANSAS CITY
Luck L. Cox
1006 Grand Ave.

LIBERTY
W. M. Hall
481 E. Kansas St.

SPRINGFIELD
Jack C. Carter
National Station
P.O. Box 2047

NORTH CAROLINA

CHARLOTTE
Fred Carder, Jr.
3139 Willow Oak Road

OKLAHOMA

ADA
F. W. Nims, Jr.
P.O. Box 823

LAWTON
John G. Burnett
1622 No. 24th St.

OKLAHOMA CITY
F. K. Duncan
P.O. Box 3672
2201 Classen Blvd.

TULSA
W. B. Campbell
P. O. Box 253

TENNESSEE

MEMPHIS
Duke Forest Products, Inc.
P.O. Box 6251
213 Plaza Building
3387 Poplar

TEXAS

ABILENE
J. Hunter Lamb
Wooten Hotel

AMARILLO
R. H. Kelly
P. O. Box 214

CORPUS CHRISTI
Joe T. Holland
P.O. Box 1956
101 W. W. Jones Bldg.

DALLAS
Clay Burnett
Burnett Forest Prod. Sales
Co.
Meadows Bldg.

HOUSTON
D. J. Saunders
P. O. Box 1654

SAN ANTONIO
J. P. Hart
P.O. Box 2165
Gibbs Building

TYLER
Morris C. Wells
P.O. Box 461
105 E. Hillsboro

WICHITA FALLS
Clarence L. Moore
P.O. Box 982

DIERKS *Superior* PINE DOOR JAMBS

KILN-DRIED
ARKANSAS PINE
FROM DIERKS
OWN FORESTS

- Solid Jambs with or without Planted Stops
- Single or Double Rabbett Jambs
- Adjustable Three-piece Jambs
- Adjustable Jambs

A SUPERIOR PRODUCT

In Dierks Door Jambs you get many refinements of manufacture, including eased face corners, beveled edges, head and side jambs cut to customer's exact specifications, or side jambs cut to allow $\frac{3}{4}$ " over door size vertically. All Dierks Jambs are manufactured to order. And, Dierks Pine is unexcelled for screw- and nail-holding properties, assuring a firmly attached door for many years of service.

ACCURATELY MADE, SMOOTHLY FINISHED

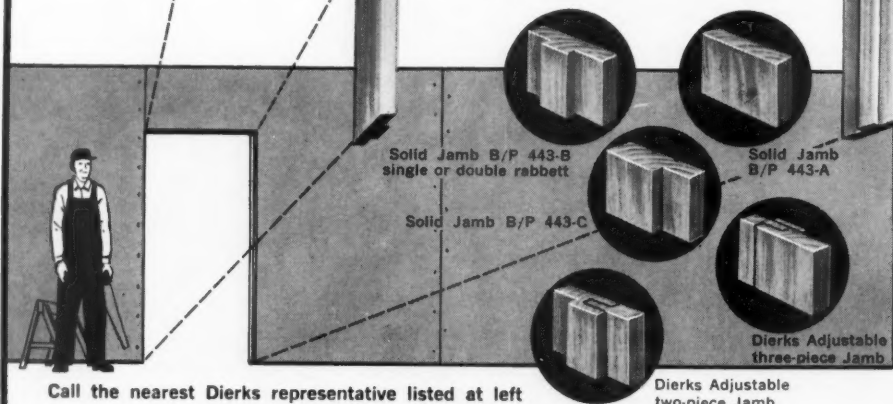
Dierks' high speed modern equipment assures smooth milling, accurate rabbeting and exact fit. Face sides are smoothly sanded.

CONVENIENTLY PACKAGED

You may specify the bundling style you wish: Style A—like lengths together; Style B—complete sets (2) per bundle; Style C—heads in one bundle, sides in another. Dustproof paper wrapping available.

ATTRACTIVE

Dierks Door Jambs are made from genuine kiln-dried Arkansas soft pine, which takes paint and stains perfectly, complementing any type of decorative treatment.



Call the nearest Dierks representative listed at left

Dierks Forests, Inc.

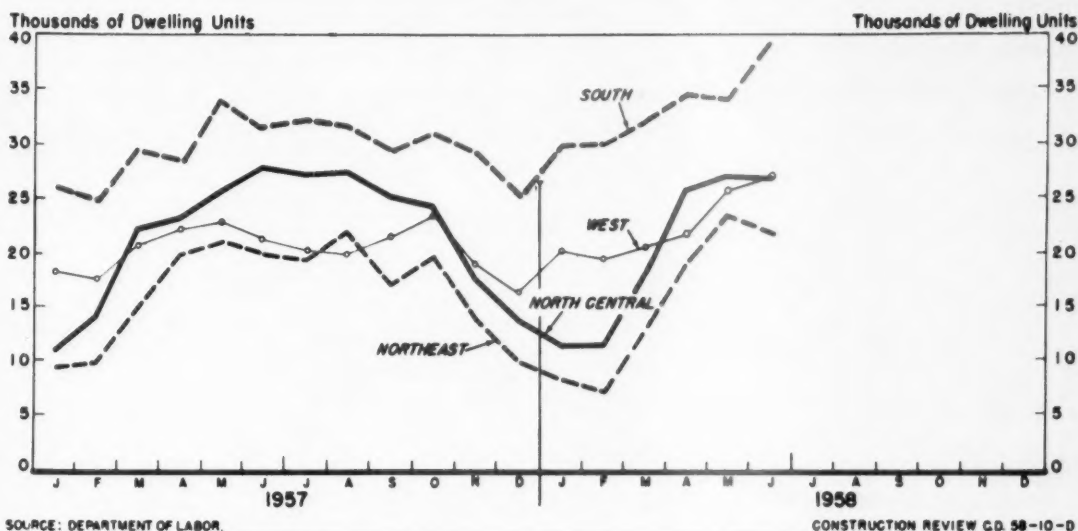
810 Whittington Ave.

Phone National 3-7766

Hot Springs, Ark.

Chart 4.

Housing Starts, By Regions



U. S. Dept. of Labor figures prove that Dixie has led the entire nation in housing starts since October 1956 — and continues to do so.

South Shows Economic Strength Despite '58 Recession Rigors

One of the most interesting, even startling, facts that swept into view during the 1958 "recession" was the deep-rooted economic strength of the South. This was something quite new. For long weary years, the South had no economic strength. Yet, in 1958 almost every indicator showed the Southern and Southwestern states doing better economically than their eastern, northern, and western counterparts.

Significant Accomplishments

This is important to all Southerners. The dramatic contrasts that were seen at mid-year were stimulating, but the solid accomplishments that made these contrasts possible were far more significant.

Two principal facts stand out. First, the South has freed itself forever from the ruinous dependence on a single farm crop . . . cotton. Second, the South is gaining fast as a major manufacturing

By **RICHARD P. SMITH**
President, W. R. C. Smith Publishing Co.
Atlanta, Georgia

area, in all senses of the word.

"King Cotton," who for many years reigned supreme in the Southeast as the farmers' principal cash crop, is fast taking a back seat to livestock and its products, with the possibility that in time he will be definitely relegated to the background.

Predominant Livestock Sales

This statement is based on figures from 1957 farm marketings (the latest available) in the Southeastern region of Alabama, Florida, Georgia, Mississippi, Tennessee, and the Carolinas. They showed that not only did the sale of livestock and livestock products dominate the scene in Alabama, Georgia, and Tennessee, but in three other states, where cotton produc-

tion has been a factor, beef and dairy cattle, hogs, poultry, and other products of that class have been on the increase in sales, while the marketing of cotton has undergone a definite downtrend.

Achieving Balance

What the South is achieving is a balance between agriculture, commerce, and industry that means continually increasing prosperity for many years ahead. No

January, 1959

**SOUTHERN
BUILDING
SUPPLIES**

U. S. Dept. of Labor figures definitely indicate that the market for building materials was never better in the South than it is right now. Dixie has led the entire nation in housing starts every month since October 1956. Furthermore, it shows every indication of continuing to do so throughout the coming year

other region has this same prospect. The Southern and Southwestern states have been blessed by nature with a mild climate, adequate supplies of water, and a remarkable abundance of raw materials. Oddly enough, it was some of these favorable factors that led the South into the one-crop-trap and a "cotton economy." Now, things are different.

Alabama Figures Up

In Florida, where the production of cotton has never been important, not too much change has taken place.

In Alabama, however, last year the sale of livestock and its products topped the sale of corn products, cotton, lint, and all others by \$53,054,000.

In Georgia, \$85,545,000 more was realized on livestock and its products than from all crop commodities, and Georgia led all other states in the nation in post-war rate of gain in sales of livestock and its products.

In Tennessee, the difference in favor of livestock and its products was \$37,074,000.

In Mississippi, where cotton and lint have long predominated, all forms of crop products — including cotton and lint — brought only \$39,511,000 more than did livestock, and its products.

South Carolina continued to lean heavily on cotton, lint, and

other crop products more than on livestock and its products to the extent of some \$124,554,000 in 1957; but even in that state, the past 10 years have brought a decline of 58 per cent in the marketing of cotton and lint, while the sale of livestock and its products has increased by 29 per cent.

Shifting Balance

The Southern states west of the Mississippi River have always been heavy producers of livestock, and therefore dependent to a large extent on prices paid for cattle in such major centers as Kansas City and Chicago. Now, however, the balance is shifting. Texas, for example, will produce over four-million bales of cotton in 1958, which is well over one-third of the U. S. total. While this is a reversal of the trend in the Southeast, it shows a balancing of farm output that assures prosperity, now and in the future.

It seems clear enough that Southern and Southwestern farming is now better adjusted to supply national and local markets, and is more prosperous than at any time in the last 95 years. This has a major influence on the overall prosperity of the region, although it is now secondary to commerce and industry.

Industrial Growth

Southern industrial growth in

the last twenty years has been remarkable. It has led the nation in many instances, and brought fat payrolls to big cities and small towns all over the South and Southwest.

James V. Carmichael, an enthusiastic booster of "the new South," has been instrumental in the economic development of his area. During World War II, for example, he helped attract the country's largest bomber plant to his home-town of Marietta, Ga. Asked what advantages the South offers his own Atlanta-based company, Scripto, Inc., as well as other firms that operate in the South, Carmichael gave this answer:

South's Advantages

"The South offers the businessman a variety of advantages — a climate he can enjoy year-round . . . generally a more relaxed and enjoyable way of life . . . excellent distribution and shipping facilities . . . excellent research facilities at our universities . . . a dynamic growth market in the South itself . . . an economy that seems almost recession-proof because of its diversity.

"But the biggest advantage is a plentiful supply of a very satisfactory type of labor. Most of the people here in the South have a heritage that goes back over several generations. These roots make for a stable type of employee. In our Scripto plant, absenteeism is practically nil; turnover is practically nil. And our people give us a full day's work.

"Up until World War II, the South's labor supply was largely unskilled. But when plants opened all over the South because of the emergencies, a huge supply of semi-skilled and skilled labor was created. Even our unskilled people became improved in their de-

(Continued on page 84)

In June 1958, the South hit an all-time high in housing starts, 10.8 per cent above the six-month period in 1957.

Table B-4: New Nonfarm Dwelling Units Started, by Region¹

Region	Number of new dwelling units (in thousands)										Percent change, 1st 6 mos. 1957-58	
	1957			1958						First 6 months		
	June	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	1957	1958	
TOTAL.....	99.9	78.2	63.4	67.9	66.1	81.4	99.1	108.5	112.9	513.6	535.9	+4.3
Northeast.....	19.9	13.8	9.8	8.1	7.0	12.3	18.9	23.4	21.5	94.5	91.2	-3.5
North Central..	27.8	17.4	13.5	11.0	11.2	18.0	25.7	27.0	26.7	124.0	119.6	-3.5
South.....	31.0	28.2	24.0	28.7	28.7	30.7	33.0	32.6	37.7	172.8	191.4	+10.8
West.....	21.2	18.8	16.1	20.1	19.2	20.4	21.5	25.5	27.0	122.3	133.7	+9.3

Source: Department of Labor.

¹ Composition of regions, and nonfarm population distribution by region, are shown below table A-2.



This attractive model kitchen with breakfast bar is one of two on display at the Monarch Mill & Lumber Co. in Little Rock, Ark.

Built-In Kitchens Add \$100,000 to Annual Sales

Complete built-in kitchens — with cabinets manufactured in the millwork department — are adding \$100,000 to annual sales for the Monarch Mill & Lumber Co., Little Rock, Ark.

This planned program for increasing volume in kitchen sales — started early in 1958 — has been so successful that Monarch owners and sales personnel are amazed at current sales totals. Approximately six kitchens are being sold each month, ranging in price from \$2,200 to \$3,000 each. And added to this volume are related sales in building materials bought by the new kitchen owners.

Most of the kitchen business consists of remodeling jobs, with

sale of birch cabinets made in the cabinet shop; or custom-made built-in cabinets by General Electric. Both styles of cabinets go with built-in ovens, dishwasher, and garbage disposal, and, in some kitchens, automatic washer, dryer and refrigerator.

Monarch promotes its built-in kitchens with an intensive advertising program. Newspaper advertisements, appearing weekly in the home and garden section of the Sunday newspaper, feature Monarch's free kitchen planning. This planning service is under the direction of Salesman J. D. Cockmon, who devotes all his time to kitchen sales. His drawing desk is in the General Electric display kitchen on the sales floor, which

opens into the birch kitchen backing the display window.

These two display kitchens play a large part in kitchen sales. Set up in a lighted show window, they attract considerable attention from the street. Salesman Cockmon is often on hand at night to show the kitchens to any interested inquirers.

Cockmon has had excellent training. After working four years in millwork detail at the plant, he attended the General Electric designing school in Louisville, Ky., and the sales college at Little Rock.

When he calls on a prospect at her home, he makes rough sketches of his ideas, incorporated with hers. Then he takes measurements



Mill Manager H. M. Price inspects KD stock for birch cabinets. The cabinet sections are made in the shop and stored in bins according to size. When a kitchen is sold, they are assembled quickly for immediate installation.



The built-in wall oven has strong appeal for kitchen prospects. This General Electric model kitchen is on the sales floor, which opens into the birch kitchen seen on the preceding page.



Free kitchen planning keeps J. D. Cockmon busy at the drawing board, which is set up in a corner of the G-E kitchen. This service is advertised weekly in the Sunday newspaper.

and gives an estimate of the cost. After he has given estimates, he follows through by telephone and personal calls.

Financing is arranged through straight bank loans, FHA Title I, or the General Electric Credit Corp.

The company is enthusiastic and ambitious about future plans for sales and promotions. Cockmon revealed that a garden club program will be started soon. Coke parties at the homes of customers who have Monarch-installed kitchens are also on the docket.

To increase profit for the company and save time for the customer, Monarch employs a streamlined production line system of kitchen installation. The birch cabinets are made in the cabinet shop, stored in the form of knock-down (KD) stock, and held in bins according to size. When a kitchen is sold, the cabinets are erected quickly in the shop, complete with doors and hardware. By the time the old cabinets are torn out, the new ones are ready for immediate installation.

A crew of two installation men (backed by six shop production men) installs the cabinets. These two men have been thoroughly trained, and give all their time to this job. They are now training other helpers, which they sometimes call to assist in a rush.

When working on several kitchens at the same time, the streamlined crew coordinates its work to eliminate wasted time and effort. The usual method is to tear down the old kitchen and install plumbing and electricity while the walls are bare. Electrical and plumbing work is subcontracted, the only part of kitchen installation not handled by Monarch.

In order not to disrupt the housewife's kitchen activities, the kitchen crew leaves the old stove, or whatever, intact until the hour when the new range can be installed.

Another aid to the housewife who wants to use her kitchen is a rolling cabinet, equipped with an electrical hot plate and outlets for small appliances. This is loaned while the kitchen is being installed.

By the time the cabinets are installed in the kitchen, counter tops are ready for immediate installation. These are made in the plant and reportedly give promise of excellent volume in future replacement work.

(Continued on page 87)



At Farmville, N. C., stands this new Formica flakeboard plant, reputedly the world's largest and most modern.

Flakeboard with a Southern Accent

The world's largest and most modern particle board plant is now producing Formica flakeboard at Farmville, N. C. Production officially got under way last November.

Owned by American Cyanamid Co., and operated by its subsidiary, Formica Corp., the plant is capable of turning out flakeboard at a rate of 40-million square-feet per year. Flakeboard is made by combining wood flakes and synthetic resins under heat and pressure.

Early marketing research indicated that the major uses for flakeboard were as underlayment for laminated plastics, such as Formica; furniture core material; cabinet doors; flush door faces; sandwich panel applications; and decorative wall paneling.

Particle boards were first developed in Europe. Until the Formica flakeboard plant opened, European machinery was extensively used in other American

particle board plants. The Farmville operation, however, uses only American-made machinery in a production line which is as automatic as possible.

The Farmville plant, housed in six Armco all-steel buildings, was designed by the Engineering and Construction Division of American Cyanamid in conjunction with the Industrial Development Co., Inc., Tacoma, Wash.

For a plant site, Cyanamid fenced 35 acres — part of a 97-acre tract the company purchased in Farmville. Closeness to major Eastern, Southern and Midwestern markets was a chief reason for locating the plant at Farmville. Other deciding factors included the availability of pine as a basic raw material and the fact that Farmville was far enough removed from major pulp paper mills to avoid serious competition for available wood supply.

Formica flakeboard is not a "by-product," but is manufactured from green timber, so that all properties of the board can be scientifically controlled. Formica Corp. learned that it was impossible satisfactorily to cut flakes from wood waste. The Farmville plant uses about 171 cords of wood each day, 70 per cent of which comes in by farm trucks, and the remainder, by rail. All wood is pine.

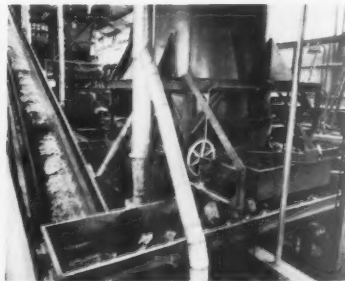
Wood is stacked on an asphalt pad which covers more than an acre. Green timber is conveyed to a flaker house, measuring 60' x 120', where logs are cut to lengths not exceeding 34".

Four Newman No. 2436 flaking machines flake 171 cords per day, or enough to produce a maximum of 8,960 square-feet of $\frac{3}{4}$ " flakeboard per hour. These machines use the largest cutterhead ever
(Continued on page 86)

These carefully-selected green pine logs are conveyed from storage pad to flaker house at the new plant. This is the first step in particle board manufacturing process, reputedly contingent on use of green pine.



After pine flakes are metered through resin spray, they proceed along this conveyor system to the main production lines. Flakes are then laid on steel cauls, pre-pressed, and pressed into flakeboard.



This caul of resin-coated pine flakes emerges from pre-pressing operation, on its way to the main plant press. Pre-pressing enables entry into main press. Lastly, flakeboard surfaces are sanded.





This fork lift at Oldham and Worth Co. in Raleigh, N. C., hikes almost 3,000 pounds of wallboard nine feet above the floor to a waiting truck. Manually, it would have required two men per two-piece bundle to make 14 trips between stack and truck.

a car of cement in about the same time. And the yard men can go elsewhere and be doing something else."

Oldham and Worth also stocks lumber, but the fork lift has not been put to use on that yet.

The lift has a two-ton capacity and can reach to a 10-foot height. "That means," Hal Worth said, "we can move a bundle of wallboard weighing about 3,000 pounds from a 10-foot stack, carry and put it on a waiting truck in a matter of minutes. One man on the lift

This Mechanical Fork Lift Yields Four-Way Payoff

A mechanical fork lift has reduced yard overhead 30 per cent, speeded up deliveries, virtually eliminated railroad demurrage charges, and made customers happy for Oldham and Worth Co., a Raleigh, N. C., building supplies firm.

"We were ten years late putting in the operation, but we're certainly glad we've got it now," said Hal Worth, one of three brother-partners in the business. George and Frank Worth are equally as enthusiastic.

"It has certainly increased our yard efficiency," commented George Worth.

Oldham and Worth's 8,000-square-foot building supply warehouse has two huge doors — one opening onto a railroad dock, and the other to the truck dock. The one Allis-Chalmers 4,000-pound capacity lift is used for both unloading and loading.

"We have cut more than \$200 a week off our yard expense alone," Hal Worth explained. "And we formerly furnished gloves to materials handlers. Now we furnish nothing.

"We used to have five trucks and

five drivers. Now we use only three drivers for the five trucks.

"It once took us two days to unload a car. Now we can empty a car of wallboard in 2½ hours, and

is all we need. If we didn't have the lift, two men would be required to carry one piece of board."

Today, Oldham and Worth can
(Continued on page 86)



Fork lift loads cumbersome wallboard onto a truck with ease, even in close quarters.

We Outsell the 'Prefabbers'

by building Lu-Re-Co houses

By underselling prefabs as much as \$1,000 per unit and giving home-owners better houses, this Kentucky dealer keeps down area interest in prefab housing

By KENNETH B. LAWSON*

**Lawson & Co., Inc.
Baxter, Ky.**

We are located in the coal mining section of southeastern Kentucky. Having a one-industry economy, we are either in a boom or bust all the time. Since this industry is coal, it has been mainly bust for the last few years, with some short periods of boom.

The secret to survival is the ability to shift with the economic winds — when confidence is high, we must be able to build as many houses as possible in a short time, and then pull in our horns to just-a-few-a-year as our economy falters.

Lu-Re-Co Praiseworthy

We have found the Lu-Re-Co component system a great aid in giving us this needed flexibility. It makes possible the spreading of our skilled manpower much thinner than would be practical in conventional construction. It is a system that can be left dormant for long periods, and then used when needed with no costly capital investment. Besides the franchise package, we have only about \$25.00 tied up — mainly a panel jig, made from a plywood ping-pong table top, and some angle iron. Our only other investment was time spent during the slack winter season of '55-'56 studying Lu-Re-Co completely, so we would

be ready to move when the opportunity presented itself.

Prefab Competition

Up to now, I have mainly made a comparison of Lu-Re-Co with conventional construction, and our subject was competition with prefabs, so let's look at that side of the picture.

First, let me say, we have not been able to eliminate prefabs. Their invasion into our trade area was the thing which prompted us to adopt Lu-Re-Co. And, too, when things are booming, we just do not have enough skilled manpower to handle all the business we can get. But we have been able to successfully and profitably compete with them, and all but eliminate them in the slower times. Three main factors are responsible for this: (1) We can offer more house for less money, (2) we can give more flexibility of design, and (3) we can offer delivery of materials when needed and as needed. Let's look at these more closely.

Geographic Advantage

One of our advantages has been geographic location. There are no prefab manufacturers within 200 miles of us. Their deliveries have usually been ill-timed — either too early (presenting a protection problem until the foundation is ready) or late (causing the crew to miss working time). Most prefabs are manufactured in high-cost labor areas, or at least much higher than ours. These higher costs destroy any advantage they might have



Kenneth B. Lawson

through assembly-line methods.

Watching several different brands of prefab houses under construction, I have noticed a glaring fault in most instances. The package was designed to give the appearance of furnishing the most materials at the lowest price, but was not necessarily designed for the lowest cost on-site construction. For example, many require putting up partitions before ceiling and flooring are applied, losing one of the great advantages of truss construction. For the builder or home buyer the total finished cost is the all-important one.

Inflexible Design Alternative

Prefabbers have realized the disadvantages of inflexible design and are trying to do something about it by offering several alternates. But they can never approach the flexibility of the local lumber dealer with Lu-Re-Co.

One of our best sources of sales has been to find a prospect with a prefab floor plan they would like if they could have a few changes. We modify the plan to meet their
(Continued on page 84)

*This article essentially comprises an official program presentation made by Mr. Lawson at the 5th annual Building Products Exposition of the National Retail Lumber Dealers Assn., Chicago, Ill., November 25, 1958. Mr. Lawson is a past-president of the Kentucky Retail Lumber Dealers Assn.



Within a year after Alexandria Building Center, Alexandria, La., launched a modernization program, covering not only store arrangement but also display and buying procedure, drop-in volume had doubled.

Recently, without unusual promotion or "gimmicks" to attract extra people, the company did \$3,000 in cash drop-in business in a single day. It has frequent \$1,000 days, and a \$500 day in cash drop-in business is considered small.

What is better, cash drop-in volume continues to rise each month, according to C. A. Robbins, whose idea it was to instigate a continuing program to attract more casual shoppers.

The first major step in the overall plan was a re-arrangement of practically all merchandise. Each major line or type of goods was

By Ruel McDaniel

items shown — not only as viewed from the entrance, but from outside through the display window, as well — are paint items having a special appeal to women. The entire department carries a noticeable appeal to the householder who wants to do his own work around the house. Less conspicuous, but nevertheless obvious, are paints and painters' tools to appeal to the contractor. The paint department is a heavy contributor to the 100 per cent increase in drop-in cash business.

Adjoining the paint section are floor coverings, with a large display of rubber tiles — the type that home-owners lay themselves. Around this individual display are all the accessories needed to lay the rubber tile. Next, follow the display units of linoleum and accessories.

Following the flooring section, down the right-hand side of the store, is a special model-kitchen and other kitchen supplies, the theory back of this being the relationship between hard floor coverings — for use, perhaps, in the kitchen — and the kitchen itself.

After the model kitchen comes the department for plumbing fixtures and supplies.

"All of these lines are related," Robbins pointed out, "and it is our observation that when a woman comes to one department, she generally has a logical interest in the one next to it. This new ar-

(Continued on page 82)

Store-Modernization

Doubles

Drop-Ins

grouped. It, in turn, was set up adjoining a related line, so that each major merchandise grouping helped to sell that of the adjoining groups.

How the management arranged the right side of the sales floor is typical of the arrangement throughout the store. First spot, to the right of the main entrance, is the paint department; and first

C. A. Robbins, manager of the Alexandria Building Center, Alexandria, La., stands in the floor covering section — one of several departments displayed adjacent to each other to appeal to "drop-in"

women shoppers. These three display units show how closely-related merchandise is grouped together, a plan to encourage self-service and sale of related goods. It also invites browsing.



Large sign in front of the Maynor Lumber Co. of Houston, Texas, advertises the company's service of cutting plywood to customer specifications.

Below, Owner May tidies up display of plywood folders and booklets. He finds these excellent low-cost promotion for plywood, especially for the do-it-yourself trade.

The attractive paneling display, at bottom, stimulates customer interest in do-it-yourself home improvements with plywood.



Plywood Promotion Pays Off



pairs and build an occasional closet or even an extra room.

"This type of customer is a consistent plywood prospect," May explained, "and we do everything that can be done at modest cost to let him know we can fill all his plywood needs."

One sign in front of the attractive store proclaims in 18" letters, "We Sell Plywood." Another outdoor sign advertises the company's service of sawing plywood to fit customers' specifications.

"We don't try to saw the plywood into patterns," May said, "but we cut it to fit normal construction needs, and this has proven to be one of our biggest selling factors in promoting plywood. So many do-it-yourselfers either don't have the equipment for sawing the material or don't know how to do

it correctly. The service really boosts our plywood business."

May finds it profitable to capitalize on national plywood advertising, particularly the sales-helps supplied by manufacturers and associations. A special floor rack near the plywood displays holds copies of the various folders on the use of plywood. These folders tie in with the specific type of usage common to do-it-yourself customers.

On a wall fixture, hinged so that it may be turned back and forth like the pages of a large book, is another group of booklets on plywood usage. In still another spot is an open display cabinet, so that customers may help themselves. This holds various folders on plywood boat construction.

(Continued on page 87)

His offer to saw plywood to individual needs and his consistent low-cost promotion through signs and displays have built high-profit volume for at least one Texas lumber dealer.

The Maynor Lumber Co. of Houston, Texas, sells about \$12,000 worth of plywood annually.

"If you stock a line of merchandise that nets a good profit, and national advertising helps to create a public demand, it is foolish not to make the most of promotion in every logical manner," declared Charles R. May, owner of the Maynor company.

His is a community store, catering particularly to the man who likes to make his own home re-





Aerial view of Franklin Builders Supply at Nashville, Tenn., is testament to well-kept yards.

Neat Yard Means Better Business

With its clean, well-arranged yards and warehouses, the Franklin Builders Supply Co. in Nashville, Tenn., definitely discredits the too-common dealer alibi that a hard-material yard must be messy and dusty, if not disorderly. Few soft-material dealers display such neat housekeeping as this hard-material dealer, who knows that it pays to be neat.

A retail subsidiary of the Franklin Limestone Co. of Franklin, Tenn., the firm is headed by President A. B. Rodes and Manager A. L. Hatcher.

The rehabilitation of Nashville's

Capital Hill and downtown sections has resulted in heavy re-routing of motor traffic out Jo Johnson Ave., by the Franklin yard. This prompted President Rodes to paint attention-getting brand and line signs on the wall along the Jo Johnson side of the yard, with the company name.

One after another, old sheds have been remodeled and new ones built to accommodate healthy inventories of the company's expanded line of materials. All the while, Manager Hatcher sees to it that yard and delivery personnel keep the entire place clean and orderly.

The company maintains separate buildings and bins for its different lines for these purposes:

1. To reduce fire insurance costs.
2. To expedite the filling of orders.
3. To permit maintenance of neater, cleaner stocks.
4. To impress customers with the orderly stocks of materials.

As seen from the air, the warehouse at the back side of the yard is used for sacked goods, paints, sales and accounting offices, building papers and asphalt roofing, insulation board, and miscellaneous

(Continued on page 87)

Freshly painted signs on yard wall keep passers-by informed about what the firm offers.





By Donald L. Moore

By providing a packaged sale on easy terms, the Vance Supply Co. of Abingdon, Va., does a big business in the sale of electric pumps and water systems.

Vance supplied economical water service for the rural family home and church, below, four miles out of Abingdon. At left, Gordon Warren discusses the pressure of the new Rapidayton water system with the housewife. Located in the basement of the home, it pulls water through 400 feet of plastic pipe to a height of 12 feet, with the aid of a standpipe 14 feet tall. The jet pump pushes water into the house sink and lavatory, and also across the highway and uphill for the bathrooms and kitchen of the church.

Sell Water Systems As Packaged Deals

Although public water lines are pushing out the highways and byways around Abingdon, Va., the Vance Supply Co. still does a profitable and important business in the sale of electric pumps and water systems. According to Manager Roy C. Brown, Vance does this by providing a packaged sale, on easy terms.

The installment paper on wa-

ter systems, appliance, and other equipment sales is handled by a Vance subsidiary company for the Abingdon and nine other affiliated retail companies in southwestern Virginia. Thus, the firm makes a profit not only on the merchandise and installation, but also on the financing.

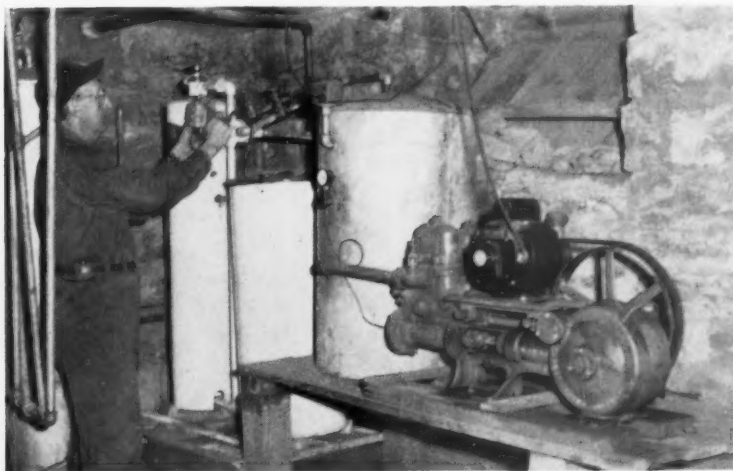
Pump sales are mostly made and handled for Vance in Abingdon



by Gordon Warren, this dealer's senior employee. Warren, who also serves as parts manager for Vance's local farm machinery department, has had intensive courses in the sale, installation, and service of pumps in Myers and Rapidayton factories. He is quickly efficient at surveying and measuring a water system site, and prescribing and installing the necessary pump, piping, fittings, and fixtures.

Since Vance sells a full line of plumbing fixtures and appliances, water systems usually run up a hefty sale that includes several items, fittings, and installation.

(Continued on next page)



Trained in the factories of the Myers and Rapidayton pump companies, Gordon Warren keeps the water systems sold by Vance Supply in A-1 condition around Abingdon, Va. At left, he services a water softener in the nine-year-old water system of Alex Roberts, veteran Washington county farmer.



Water pumps are displayed and demonstrated in the Vance farm equipment store, a block from the hardware and building material headquarters.



Vance often teams up with other merchants and organizations to accelerate material and equipment sales. Here, Gordon Warren demonstrates a Myers water system in the display window of the Appalachian Electric Power Co. Vance loaned the pump to team with an electric water heater display.

Vance displays water pumps in its farm equipment store, at fairs, and utility company offices.

Water systems are advertised by Vance in two weekly newspapers, direct mail, and radio spot announcements. Prospects often arise from persons coming into the building supply store to see about plumbing fixtures, water heaters, and other appliances. The Vance finance plan permits qualified customers to group several purchases into monthly or — for farmers — seasonal payment account.

Gordon Warren is saddened by the diminishing market for private water systems, but sees a continuing potential business in the sale of sump pumps for basements and submersible pumps for special rural and industrial water requirements. Vance sells and services these, too.

Vance leans heavily on quality merchandise, preferring to sell and back it up rather than make easier sales of price items that do not often bring customers back for repeat sales.

In periodic letters to the complete Vance customer list, Manager Brown usually emphasizes these facts:

"It is our policy to feature the lines made by reputable manufacturers whose brands are a guarantee of quality. In general, quality is more important than price."

Sell Consultation to the D-I-Y to Build Volume

More and more people are now trying to build and repair home needs than at any time in my long years in business. Most of these people have never built a thing in their lives, cannot name the lumber they are looking for, and even have difficulty describing what they are trying to accomplish.

Because we sell a consultation job with every sun porch, utility room, attic, recreation room, gun rack, boat, toy chest or garage being built of the materials our customers carry out, our volume jumps a third each year.

Last year showed a one-third gain, 1957 bettered '56 by a third, and so on. We take the time, patience, and thought to draw out a customer's intentions, the pur-

By **CLEMMER B. MILLS**
Owner, Mills Lumber & Supply Co.
Oxon Hill, Md.

pose his construction will serve, and how much he wants to spend. Then, we take him into our open display shed and figure out what is best suited for his job and pocketbook.

Word-of-mouth has got it around that we help plan, sketch, design, and figure out any job that comes to a customer's mind. Scarcely a week goes by that some new face does not show up to ask for a job like the one done for "Mr. Smith."

We call it selling a consultation job with every order of building materials.

An occasional ad in the suburban newspaper helps, as does the one

we run in the classified telephone directory. Mostly it's word-of-mouth, however.

Clemmer Mills, left, takes customer to display shed to determine the exact material the latter has in mind for the job.





More than 3,000 people viewed this Redwood Road Exhibit which visited Causeway Lumber Co. during the Fort Lauderdale firm's week-long open house. Here, Georgia-Pacific's Ken Noble (with microphone) describes giant redwood history to a class of high school students.



O. R. (Ray) Whiddon, at right, is president of Causeway. His son Gene A., left, is secretary-treasurer-manager.

Grand Opening — Florida Style

The Causeway Lumber Co. of Fort Lauderdale, Fla., recently celebrated 19 years of business in grand style by formally opening up-to-the-minute new general offices and sales room.

Throughout the week-long open house, guests registered daily for door prizes and a grand prize, as they toured the six-acre tract housing Causeway's showroom, offices, and five-acre yard.

An added attraction for the occasion was presence of the Redwood Road Show, sponsored by the Georgia-Pacific Corp. Winner of a contest to guess the age of the giant redwood log, plus the height

of the tree from which the log was cut, received enough redwood paneling for a 10x12 room. More than 3,000 people viewed the exhibit during its stay at Causeway, reportedly its largest turnout.

Grand prize winner at the final drawing had a choice of trip to Europe for two, a 1959 Ford pickup truck, 1959 Plymouth Savoy four-door sedan, or a 1959 International pickup truck.

Door prizes awarded daily included such items as step ladders, galvanized garbage cans, transistor radio, portable tool cabinet and bench, mail boxes, and lawn rakes.



Entrance to the new sales room and general offices at Causeway is fitted out with an eye-catching arrangement of redwood lumber, including a store-length overhang of the beautiful West Coast wood. The office building and yard occupy a six-acre tract.

Photo above shows one of the sheds which house two acres of lumber under cover of dry storage facilities in the Causeway yard.



The modern point department features this unusual lighting fixture in the form of an artist's palette, suspended from the ceiling. Unique ceiling in the sales room and office building is made of 16,860 lineal feet of 2x4 planks, laid edge-wise and laminated in place. Old building is 100 per cent warehouse space at present, set up for fork lift operation.



OZARK LUMBERMEN ELECT — These new officers were elected by the Ozark Lumbermen's Assn. at its annual convention in Springfield, Mo., recently. They are (front row, l to r) John Hammerschmidt, Harrison, Ark., vice-president; Bill Morrow, Carthage, Mo., president; and Don Jensen, Springfield, Mo., secretary-treasurer. In the back row are (l to r) Vince Hanlen, Camdenton, Mo.; Edward Good, West Plains, Mo.; J. W. McConnell, Mt. Vernon, Mo.; and Harold Harter, Monett, Mo. — all members of the board of directors. Harold Gander, Marshfield, Mo., another director, was not present for the picture.

Memphis Dealers Prepare For Mid-South Convention

The second annual Mid-South Convention and Building Material Show will be held in Memphis, Tenn., at Ellis Auditorium, February 15-17.

The convention is sponsored and underwritten by a group of progressive jobbers and lumber dealers in Memphis and the Mid-South area.

In addition to a representative program, an outstanding feature will be the giving of special breakfasts and luncheons involving lumber dealers from specific states. On Monday, February 16, a breakfast has been scheduled for dealers from Arkansas and Missouri; and a Mississippi-Alabama breakfast and a Tennessee-Kentucky luncheon, have both been set for Tuesday, February 17.

Zuber Lumber of Atlanta Opens So. Georgia Branch

Zuber Lumber Co. of Atlanta, Ga., claimed as the South's oldest lumber wholesaler, has announced the opening of a branch headquarters in the south Georgia city of Albany.

According to firm co-partner Bruce Byrd, Fred E. Johnson, formerly of Atlanta, has been designated as manager of the Albany operations.



KRAUSS BROS. PERSONNEL LINE-UP — At the recent annual meeting of directors and stockholders of the Krauss Bros. Lumber Corp., Tampa, Fla., John H. Dolcater, center, was elected chairman of the board of directors. He retired as president and general manager of the corporation. Dolcater joined Krauss Bros. in 1929. He has served as a director of the Southern Sash and Door Jobbers Assn. and the Florida Lumber & Millwork Assn. A prominent Hoo-Hoo member, he served four years on the Supreme Nine and in 1954 was elected Snark of the Universe in Houston, Texas.

Succeeding Dolcater as president and general manager, is former Krauss vice-president and secretary Wilbur R. Davis Jr., right, who has been with Krauss since 1939. Currently a director of the Florida Lumber & Millwork Assn. and the Southern Sash & Door Jobbers Assn., Davis is a past-president of the Tampa Hoo-Hoo club.

John H. Dolcater Jr., left, was elected vice-president and treasurer. He joined the company in 1956 on his discharge from the service. He is a graduate of the University of Alabama.

Construction Contracts Achieve Record Month

Sparked by large increases in housing and heavy engineering, construction contracts in October rose to a new record for the month — 27 per cent ahead of October, 1957 — according to the F. W. Dodge Corp.

Dodge Vice-President and Economist Dr. George Cline Smith reported that October was the sixth successive month in which contracts have set new monthly records, and that the six months together were by far the highest such period in history.

October contracts in the United States totalled \$3.3-billion. This was the first time any October had passed the \$3-billion mark.

Cumulative totals for the first ten months of 1958, with percentage changes from the corresponding period of 1957, were approximately as follows: Non-residential building, \$9.4-billion, down 3 per cent; residential building, \$12.5-billion, up 10 per cent; heavy engineering, \$8.3-billion, up 23 per cent; total construction, \$30.3-billion, up 9 per cent.



ON DISPLAY
N. A. H. B. Convention
Conrad Hilton Hotel
Chicago, January 18-22
Booths 5, 6, 7

IN 15 MINUTES!

It's a Truscon Hollow Metal Door. Complete with frame. Installs in 15 minutes. Including hardware. No cutting, fitting, planing, sanding. No pre-paint preparation needed. Bonderized and prime coat finished. One coat finish painting on the job to match room decoration is all it takes. Can't warp, can't stick. Popular sizes in warehouse stocks. See your Truscon dealer for immediate delivery; send coupon for details, sizes.



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NLMA OFFICERS — Election of these officers highlighted the 1958 annual meeting of the National Lumber Manufacturers Assn. in Washington, D. C. They are (l. to r.) Thomas J. McHugh, Boston, first vice-president; Robert M. Ingram, Aberdeen, Wash., president, and N. Floyd McGowin, Chapman, Ala., chairman of the board.

Officers re-elected were: Mortimer B. Doyle, Washington, D. C., executive vice-president; Henry Bahr, Fairway Hills, Md., secretary; and Mark Fleishel, Jacksonville, Fla., treasurer. NLMA regional vice-presidents are: A. B. Hood, Anderson, Calif.; Jack Fairhurst, San Rafael, Calif.; M. W. Smith Jr., Jackson, Ala.; and Edwin L. Douglas, Augusta, Ga.

Attracting major interest at the meeting were plans and policies for the first year's operation of the lumber industry's National Wood Promotion Program.

Building Costs Ascending; Labor Tops Material Costs

Construction costs continue moving up with slightly more push than last spring, but lacking the "umph" of their skyrocketing from 1941 to early 1957, according to the F. W. Dodge Corp. It seems probable, in fact, that costs will be five per cent higher by a year from now.

Results of a 48-state survey conducted by the Dow Real Estate Valuation Calculator reveal that in the last six months building material prices to builders have not changed in 80 of 142 major reporting cities and their environs. Slight decreases are reported in 21 other locations, and in a minority of 41 places, prices are slightly

higher. But, in contrast, labor has risen in 121 locations and 21 are unchanged for the recent half-year.

Atlanta Hoo-Hoos to Hear State's 'Biggest' Builder

G. Gunby Jordan of Columbus, Ga., nationally-recognized general building contractor, has been slated to address Atlanta Hoo-Hoos at a January 12 meeting in Atlanta, according to Sam E. Houston Jr., club president.

The Jordan Co. of Columbus, headed by Jordan, last year placed 48th on a list of the 100 biggest general building contractors in the United States, selected by *Architectural Forum* magazine.

CAPITOL HOO-HOOS CAVORT — On hand at the annual fall concatenation of Washington Hoo-Hoo Club No. 99 in the nation's capitol, November 19, were national luminaries of the international order. They are (front row, l to r) L. A. Quinn 49994, vice-gerent snark; Oscar C. Franklin 54804, Jacksonville, Fla., supreme senior Hoo-Hoo; Robert E. Gallagher 52499, Albuquerque, N. M., snark of the universe; Ben F. Springer 34265, Milwaukee, Wis., international secretary; and E. C. Worden 44883, vice-president. In the back row are (l to r) S. Eugene Madden 45056, club member and immediate past supreme senior Hoo-Hoo; Neill W. Dumont Jr. 52812, club president; and Lee F. Roberts 61463, club secretary-treasurer.

CONVENTION CALENDAR

JANUARY 8-10: National Ornamental Iron Manufacturers Assn., Atlanta Biltmore Hotel, Atlanta, Ga. Exhibits.

JANUARY 12-14: Kentucky Retail Lumber Dealers Assn., Kentucky Hotel, Louisville. Exhibits.

JANUARY 18-22: National Association of Home Builders, Coliseum, Chicago. Exhibits.

JANUARY 23: National Plywood Distributors Assn. (Southern Region), Roosevelt Hotel, New Orleans.

JANUARY 25-28: Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Exhibits.

FEBRUARY 4-6: Middle Atlantic Lumbermen's Assn., Chalfonte-Haddon Hall, Atlantic City. Exhibits.

FEBRUARY 4-6: Home Improvement Products Show, Coliseum, New York City. Exhibits.

FEBRUARY 15-17: Mid-South Convention and Building Material Show, Municipal Auditorium, Memphis, Tenn. Sponsored by Tennessee Building Materials Assn.

FEBRUARY 18-20: Virginia Building Material Assn., Hotel Roanoke, Roanoke.

FEBRUARY 24-26: Carolina Lumber and Building Supply Assn., Columbia Township Auditorium, Columbia, S. C. Exhibits.

MARCH 5-7: West Virginia Lumber and Builders Supply Dealers Assn., Hotel Prichard, Huntington, W. Va. Exhibits.

MARCH 17-19: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans. Exhibits.



Why settle for only part of the profits in wood paneling?
Your customers for unfinished paneling and moldings need Weldwood Wood Finishes, too.
 (You get a full 40% discount on every item in the fast-selling line!)



WELDWOOD SATINLAC® LIGHTENER. New, anti-wetting agent to prevent darkening or "wetting" look usual when new wood is finished. Retains native wood tone when followed by finish coats of Satinlac.



WELDWOOD SATINLAC®. New, improved formula with greater solids content goes farther, works easier, is nearly odor-free. Brings out and preserves natural wood beauty with no "built up" look.



WELDWOOD FIRZITE® — penetrating resin sealer. *White* for blond, pickled, and limed effects; and as primer under paint to prevent checking. *Clear* to prevent wild grain when staining softwoods. Both *Clear* and *White* Firzite can also be tinted with colors-in-oil to produce innumerable oil stained effects.



WELDWOOD PUTTY STICKS®. New. In 16 colors, for filling nail holes and other minor surface defects *after* finishing. Merchandised in an attractive display unit to step up your turnover, boost your profits.



WELDWOOD TRIM STAINS. New. Ready-mixed in 15 colors for finishing doors and trim to blend with any shade of Weldwood prefinished paneling. Accessories chart available on request.

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MOVING UP in the industry

U. S. Plywood Corp. . . . RUSSEL H. LUTZ JR. has been appointed sales promotion manager of this national plywood manufacturer. He succeeds Richard J. Brown, who resigned to become vice-president of Pacesetter Homes, Inc., of Chicago. Lutz joined U. S. Plywood as an architect's service representative, and was appointed Midwest division sales promotion manager in 1956.



Lutz



Duke

Kitchen Kompact, Inc. . . . Newly-appointed assistant sales manager for this Louisville, Ky., manufacturer of birch kitchen cabinets is J. W. DUKE JR. A graduate of the University of Louisville, Duke was for six years a district representative for McCormick and Co. In his new position with Kitchen Kompact, he will assist with the company's over-all marketing plans in 28 states.

Borg-Warner Corp. . . . ALWIN B. NEWTON has been named director of engineering of York Division of Borg-Warner Corp. In his new position, Newton is head of all research and product development at York. This includes room air conditioners, heat pumps, and residential air conditioning as well as components for large refrigeration and air conditioning systems for office buildings, industrial plants, hospitals, and similar applications. He holds a B.S. degree from Syracuse University and an M.S. degree from M.I.T. He has been associated with Minneapolis-Honeywell Regulator Co., Airtemp Division of Chrysler Corp., and the Coleman Co. of Wichita, Kansas.

Caldwell Manufacturing Co. . . . LUTHER C. JOHNSON has been appointed manager of the Jackson, Miss, plant of this manufacturer of sash balances. Johnson has been with the company for three years. He succeeds Travis Mitchell.



Johnson



Beer

Consolidated General Products, Inc. . . . KENNETH H. BEER has been named manager of the Consolite Division, Houston, Texas, of this producer of wood, metal, and plastic products. Beer will be in charge of development and distribution of Consolite reinforced plastic skylights for home-building, industrial, institutional, and commercial uses.



Dudley



Paisley

Virginia Metal Products, Inc. . . . A. WARREN DUDLEY has been promoted to western divisional sales manager and JOHN C. PAISLEY has been named Atlanta regional sales manager for this Orange, Va., manufacturer of movable steel partitions, steel doors and frames, and automatic conveyors. Dudley, formerly Atlanta regional sales manager, will supervise the sales of VMP products in 21 Southern, Southeastern, and western states from Dallas, Texas, headquarters. Paisley was formerly administrative assistant to the vice-president, sales, at VMP's home office in Orange.

Chambers Built-Ins, Inc. . . . DONALD D. MATNEY has been named assistant national sales manager of this Chicago kitchen appliance

manufacturer. An alumnus of the University of Indiana, this 29-year-old executive was formerly with American Kitchens and Tracy Manufacturing Co. Newly named national service manager for Chambers is JAMES E. ALLEN. He comes to Chambers after 15 years' association with the Birtman Electric Co. of Chicago.

Armstrong Cork Co. . . . JOHN A. BUTLER JR. has been appointed assistant manager of lumber dealer sales for this building material manufacturer. He will assist J. O. Sampson in coordinating and directing Armstrong's lumber dealer sales. He joined the company in 1951 following his graduation from Indiana University.



Butler



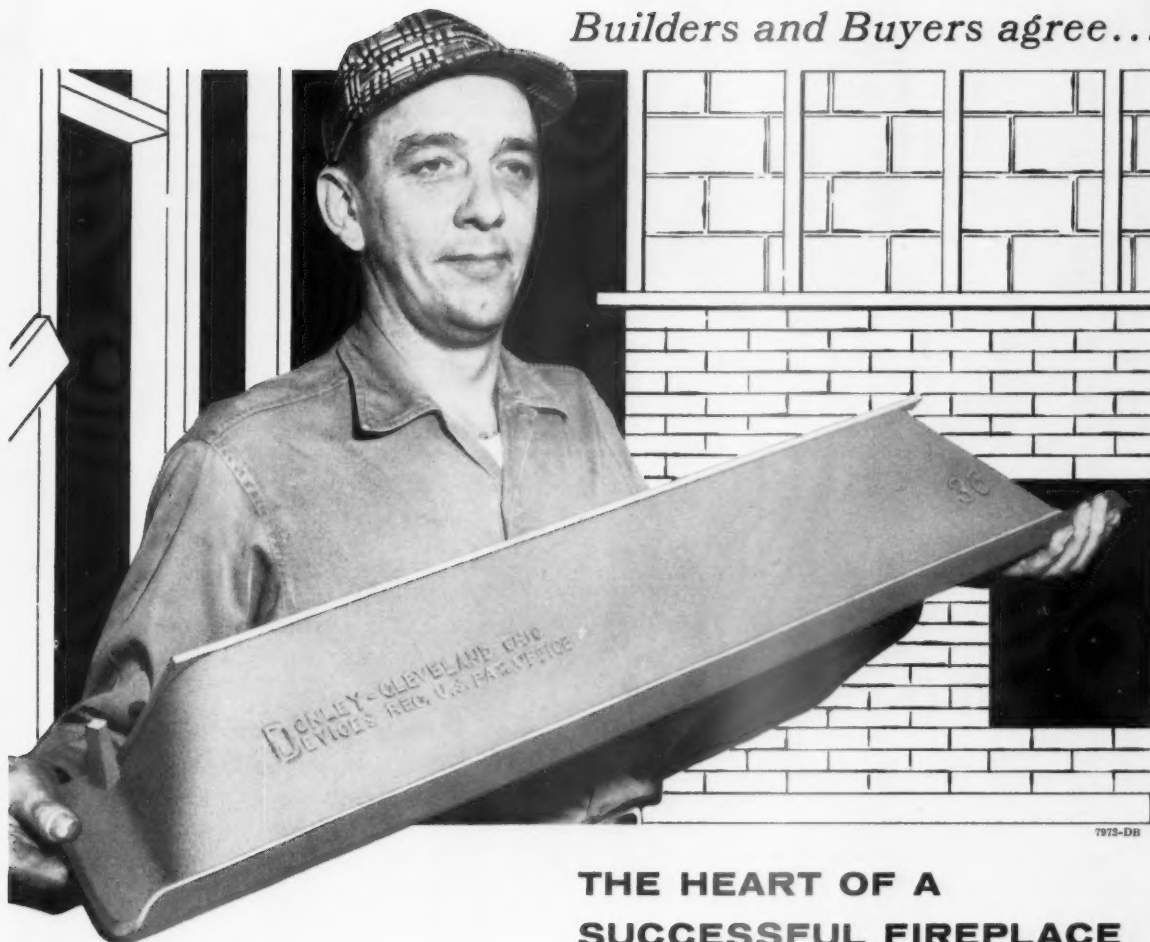
Grafton

American Institute of Architects . . . EDWARD G. GRAFTON has been elected president of the Florida South Chapter of this national organization. A graduate of the University of Florida, Grafton is a partner in the Miami architectural firm of Pancoast, Ferendino, Keels, and Burnham. Also elected to serve with Grafton were C. Robert Abele, vice-president; and John Grimshaw, secretary, both of Miami.

McKinney Manufacturing Co. . . . New sales representative in the New Orleans area for this Pittsburgh, Pa., hardware producer is ALAN E. RYDER. Ryder joins McKinney's New Orleans representative, Harold Toop, in promoting the sale and distribution of the firm's line of hardware throughout the Southern Mississippi Valley.

Johns-Manville Sales Corp. . . . R. DUDLEY HAYES is the new Atlanta, Ga., district manager for J-M's industrial building products department. A graduate of Georgia Tech, Hayes returns to Atlanta from the Tampa-Orlando area. (More INDUSTRY NEWS on page 73)

Builders and Buyers agree...

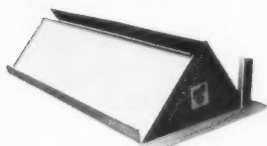


7972-DB

THE HEART OF A SUCCESSFUL FIREPLACE IS A DONLEY DAMPER

POKER CONTROL DAMPER

Available in cast iron and steel in sizes from 2 to 8 feet.



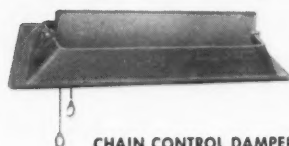
SQUARE END DAMPER

Has wide throat and squared ends to provide extra capacity for multiple-faced fireplaces.



ROTARY CONTROL DAMPER

Supplied with control at center or near right end. Cast iron only.



CHAIN CONTROL DAMPER

Valve plate pivots in center. Available in four sizes.

To help builders and home owners select correct fireplace equipment, Donley Brothers offers its 80-page **BOOK OF SUCCESSFUL FIREPLACES** containing over 300 illustrations, plans and basic construction ideas.

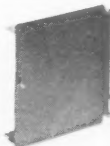
Thousands of copies of this book are sold every year — **PROOF** that builders and homeowners recognize Donley's leadership in designing successful

heat-producing and smoke-free fireplaces.

This buyer acceptance means nationally-advertised Donley Dampers produce easier sales and greater profits. Buying all their fireplace requirements from one source gives Donley Dealers the added advantages of quantity discounts and lower shipping costs. Send today for complete information.

CLEANOUT DOORS

Available in steel or cast iron.



ASH DUMPS Feature pivoted doors for poker-control operation. Available in cast iron or steel.



Donley

THE DONLEY BROTHERS CO.

THE DONLEY BROTHERS COMPANY
13905 Miles Ave. • Cleveland 5, Ohio

Check one:

☐ Please send complete information about Donley Fireplace Equipment.

☐ Enclosed is 75¢ for Donley's **BOOK OF SUCCESSFUL FIREPLACES**.

Name _____

Company _____

Street _____

City _____

Zone _____ State _____



A complete new line — ranging from strikingly designed knobs and equally striking interchangeable backplates to such functional items as a powerful new magnetic catch and a full array of surface and semi-concealed hinges. Complete range of finishes, too, with knobs and backplates available in tu-tone combinations. Modern, decorative design makes a perfect match for Dexter entrance and interior locksets. And, like Dexter locks, every piece installs quickly and easily — and meets the Dexter standard of quality craftsmanship.

*new
cabinet
hardware*

BY DEXTER

Write for new brochure to:

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

YOUR OPPORTUNITY BEGINS HERE →

Southern Building Supplies, beginning with this issue and thenceforth, seeks to provide you, Mr. Dealer, with a much-needed service.

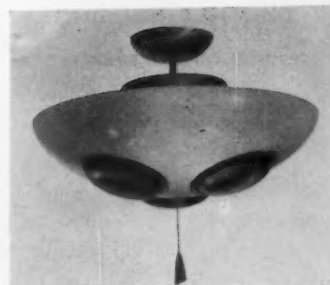
Let's face facts. The next decade will see undreamed of changes in the building industry — changes which are bound to alter all aspects of your business as you know it today. Not only your material handling methods will be revolutionized, but your office operations may well surpass your wildest expectations.

Product research — actually amounting to less than \$1-billion during the entire decade of the '20s — shows evidence of surpassing the \$100-billion mark within the next decade. And research, to be sure, is the main source of new and improved products — an outright threat to the continued existence of older ones.

A bold, re-designed PRODUCT PARADE section is about to be unfolded before you. The new and updated products and dealer sales aids (Silent Salesmen) on the pages to follow incorporate some that may well be the key to your future.

S-B-S dedicates this expanded PRODUCT PARADE section to YOU. May it keep you posted on information that is the very life blood of your operations.

THE EDITORS



CEILING HEATER-LIGHT

A triple-lamp lighting fixture combined with an infra-red heater is announced by the Emerson-Pryne Co., Dept. SBS, P. O. Box 698, Pomona, Calif.

Designed for surface-mounted ceiling installation, the "People Heater" unit is said to produce 180-watts of illumination through a patterned fiberglass drop bowl. The 750-watt infra-red heater reportedly offers instant heat.

The fixture is prewired for wall switching. The heater, containing three 250-watt infra-red heat lamps, is operated by a pull chain for one-, two-, or three-lamp control.

Write A1 on reply card, page 68.

LIGHTWEIGHT PAINT ROLLER

A lightweight 9" paint roller has been developed by the Brush Division of the Pittsburgh Plate Glass Co., Dept. SBS, 632 Fort Duquesne Boulevard, Pittsburgh 22, Pa.

The all-steel unit has a "squirrel cage" type core, completely open for easy cleaning and quick color change.

Shielded hard steel bearings (80,000 lbs. tensile strength) held in

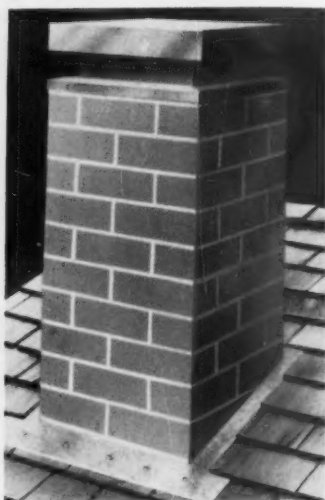


perfect alignment reportedly provide smooth rolling and prevent paint discoloration.

End caps are flush on the assembly to eliminate drips and runs and covers slide freely on four tension adjustable wires.

Write A2 on reply card, page 68.

CHIMNEY HOUSING



An economical chimney housing, available in either brick finish or plain, has been developed by the Metalbestos Division of the William Wallace Co., Dept. SBS, Belmont, Calif.

The 16"-square housings are produced in 3', 4', and 5' heights. The four galvanized steel panels have sliplock edges, and are delivered flat and easily assembled. A two-piece flashing and aluminized steel top complete the housing units.

The DeLuxe model comes in red or buff brick finish. The Standard may be painted any color.

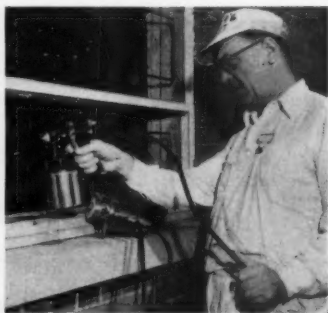
Write A3 on reply card, page 68.

PORTABLE PAINT SPRAYER

A low-cost, lightweight, and easy-to-clean portable compressor-type spray paint unit has been introduced by the Electric Sprayit Division of Thomas Industries, Inc., Dept. SBS, Sheboygan, Wis.

The oilless compressor weighs less than 4½ pounds, and the entire unit — including compressor, nylon gun, internal mix nozzle, aluminum one-pint canister, electric cord, and rubber hose — weighs less than seven pounds.

The Sprayit-400 utilizes a "bleeder" type gun with adjustment for



width and density of spray. The spray reportedly adjusts from a dime-size pattern to that of a ten-inch fan.

Write A4 on reply card, page 68.

WALL FURNACES

Oil and gas wall furnaces — attractively styled for installation in any room in the house — are introduced by Perfection Industries, Division of Hupp Corp., Dept. SBS, 1135 Ivanhoe Road, Cleveland 10, Ohio.

The new units fit snugly into wall with only decorative expanded metal grilles showing. They require no usable space and need no duct work. Vertical directional louvers may be positioned to direct warm air to right or left.



The oil-fired furnace is rated at 61,000 BTU and the gas-fired model at 75,000. Both units are thermostatically controlled.

Write A5 on reply card, page 68.

METALLIC-STYLED TILE

A styling with metallic effects for its line of Excelon tile has been introduced by the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Golden accents highlight the four patterns in a straight-grain design and four spatter patterns. Made in 9"x9" size, service gauge, the line includes beige gold, mint gold, slate gold and pink gold in the spatter styling; and white gold, black gold, ivory gold and redwood gold in the straight-grain design.

The metallic-gold accents reportedly offer the same high resistance to wear, soiling, indentation, and scratching as the composition of the Excelon tile itself. These accents are said to burnish under foot traffic.

Write A6 on reply card, page 68.

PERFORATED HARDBOARD



A perforated hardboard Garage Liner for tool and machinery storage is introduced by the Hardboard Division, Evans Products Co., Dept. SBS, Corvallis, Ore.

The mill-run ¼" blond hardboard has a bright factory-applied driftwood finish, and does not require painting or varnishing.

Garage Liner is perforated with 9/32" holes. It is available in construction-size 4' x 8' panels for convenient handling. Matching colored annular-threaded nails come with the board.

Write A7 on reply card, page 68.

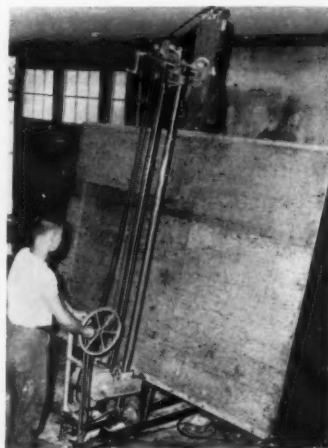
VERTICAL PANEL SAW UNIT

A new conversion unit for mounting its standard panel saws vertically has been developed by the Hendrick Manufacturing Corp., Dept. SBS, Marblehead, Mass.

Said to be space-saving and convenient in handling stock, this method also provides minimum scratching of unmasked sheets, plus added rigidity of the rails.

The panel saw is mounted on a length of 8" structural channel. ¾" plywood forms the cutting board, and the stock rests in a trough at the bottom. The handwheel is raised to convenient waist-height by means of a cast aluminum structure with chain and sprocket system. Cutting may be performed in either up or down movement of the blade.

Write A8 on reply card, page 68.



Preferred!

INCREASING DEMAND FOR
THESE POPULAR WINDOWS
MEANS GREATER PROFITS!

Lif-T-Lox R.O.W wood window units virtually sell themselves, once the customer knows how they function. Pressure of the fingers is all it takes to open, close and remove them. They're beautifully designed and marvelously balanced, too.



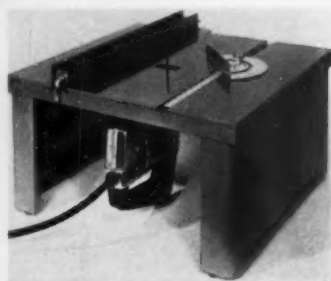
Another big seller is
MW's Vent-A-Wall
design, an easy to
clean, easy to operate
removable unit. Avail-
able in a wide variety
of operating and
stationary styles.

MW *Distributors*

ROCKY MOUNT, VIRGINIA

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

STEEL JIG SAW TABLE



A 15"x16" steel table, which converts Thor's Models 440 and 441 portable electric jig saws to stationary table jig saws, has been introduced by the Thor Power Tool Co., Dept. SBS, 175 N. State Street, Aurora, Ill.

The table is 8" high and open in front, so the portable jig saw can be inverted and placed beneath, with the blade projecting upward through an opening in the table surface. The saw attaches with a single locking wing nut. Table is held securely in position by rubber footings. The table is equipped with a rip guide and miter gauge.

Write A9 on reply card, page 68.

ALUMINUM EXTRUSIONS

A complete line of standard architectural aluminum extrusions, including several new shapes offered for the first time, is now available from Kaiser Aluminum & Chemical Sales, Inc., Dept. SBS, 919 North Michigan Avenue, Chicago 11, Ill.

The line includes gravel stops, copings, thresholds, window sills, ornamental handrails, pipe railings, facing system and trim, rectangular and square tubing, and a wide selection of aluminum structural angles, channels, and beams. All are produced in 6061 alloy.

Write A10 on reply card, page 68.

BRICK-LIKE RUBBER MAT

Brick-Mat, a new brick-like rubber mat for home decoration, is introduced by the Excel Rubber Co., Dept. SBS, 4131 Whittier Boulevard, Los Angeles, Calif.

Reportedly five-times as thick as



standard tile, Brick-Mat is said to be slip-, cut-, tear-, and abrasion-resistant.

The rubber mat adheres to any surface with a rubber base cement, or is heavy enough to stay in place when laid on the ground. It is recommended for use around the decking of a swimming pool, in place of tile in a shower, as linoleum, or in creating an artificial fireplace.

Write A11 on reply card, page 68.

ONE-PIECE STALL SHOWER

A one-piece fiberglass stall shower, available in five sizes and seven patterns, is offered by the National Fiberglass Corp., Dept. SBS, P. O. Box 876, Gilroy, Calif.



The one-piece shower reportedly eliminates leakage and dry rot. It has a non-skid floor, built-in soap dish, and a non-porous surface for easier cleaning and maintenance.

The lightweight fiberglass is said to be corrosion-resistant and chip-resistant.

The 36" x 36" x 80" stall shower pictured incorporates a molded-in seat.

Write A12 on reply card, page 68.

PLASTIC-CASED CATCHES

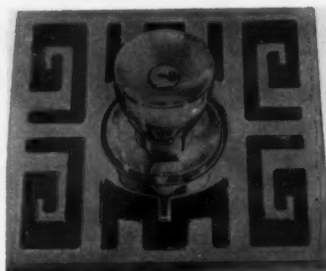
Two new magnetic catches, No. 1000 and No. 1001, in high-impact rigid polyethylene cases, are available from the Engineered Products Co., Dept. SBS, 129 Smith Street, Flint, Mich.

Styled primarily for furniture and cabinets, they are claimed to have floating action for overcoming installation misalignment.

Although standard color is beige, other colors are available on special order.

Write A13 on reply card, page 68.

ORIENTAL ESCUTCHEONS



Two oriental-contemporary motif lock escutcheons, the Shou and the Ming, have been introduced by the Schlage Lock Co., Dept. SBS, 2201 Bayshore, San Francisco 19, Calif. Shown here is the Ming, with Tulip knob design.

The debossed Ming design, available with an oven-baked finish of mandarin red or black lacquer in the recessed areas, is guaranteed not to chip or scratch under normal conditions. It also is available with a pebble finish in self metal. The lock and escutcheon comes in wrought brass, bronze, or aluminum, in all standard finishes.

The escutcheon of the Ming is 7" square. The lock is installed by the drilling of two intersecting holes.

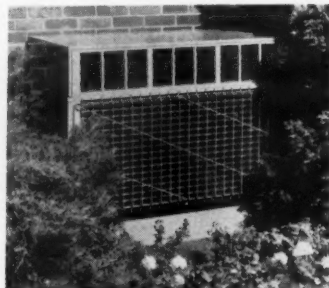
Write A14 on reply card, page 68.

CONDENSING UNIT

A four-ton condensing unit for central residential air conditioning systems has been added to the line of Lennox Industries Inc., Dept. SBS, Marshalltown, Iowa.

Created especially for "in-between-sized" installations, the unit reportedly gives 49,000 BTU of cooling when remotely connected with or close-coupled to a three-ton Landmark evaporator, and 51,000 BTU with a five-ton evaporator.

The HSA3-40, four-ton model, when installed with acoustical discharge hood, ejects air high and upward on the same side that it enters. Without the acoustical hood, air is discharged from the top of the unit.



With acoustical hood, the unit is 34½" high, 33-11/16" deep, and 59½" wide.

Write A15 on reply card, page 68.



Put an end to "profit leaks" in your roofing business!



The all new "Color-Tuned" line of roofing shingles by Certain-teed is based on just 10 colors . . . designed to meet and satisfy the demands of builders and home owners.

With the "Color-Tuned" line you can put an end to profit leaks in your roofing section . . .

REDUCED INVENTORY . . . less valuable space tied up; less handling; faster turn-over; less bookkeeping.

FREES UP CAPITAL . . . no need to tie up capital in stocking a big inventory with slow turn-over; gives extra warehouse space for other items.

FASTER SALES . . . colors researched and tested, proven sellers; new beauty that sells on sight; mix or matches with any siding and trim.

Get the full story on Certain-teed's new "Color-Tuned" line soon. Learn how it will end profit leaks, give you greater sales and profits.



Certain-teed[®] . . . *Superior Products through Creative Research*

CERTAIN-TEED PRODUCTS CORPORATION • Ardmore • Pennsylvania • Plants and offices throughout the United States

SOUTHERN BUILDING SUPPLIES for JANUARY, 1959

For more details on above items, use Coupon on Page 67

57

RANGE HOOD, VENTILATOR



A new range hood and ventilator has been added to its line of birch kitchen cabinets by Kitchen Kompact, Inc., Dept. SBS, Louisville, Ky.

Available in solid stainless steel or brushed antique copper, the range hood comes in 30", 36", and 42" lengths, designed to fit all standard-depth cabinets. It features a totally enclosed built-in, push-button light, and push-button ventilator controls for high and low speeds.

The 8" ventilator has a completely enclosed motor and polished chromium grille. Filters are easily removed for cleaning.

Write A16 on reply card, page 68.

LARGER MASONRY BLOCK

A standard "King-Size 24" concrete masonry block — specifically designed for use in garden walls and fences to cut labor costs — is introduced by Rocklite Products, Dept. SBS, 1709 West 8th Street, Los Angeles, Calif.

Manufactured from 100 per cent Rocklite expanded lightweight shale aggregates, the 5x8x24 concrete masonry unit weighs less than 27 pounds. Corner and half units are available also to enable the contractor to complete construction with as few special sizes as possible.

Write A17 on reply card, page 68.

DUCT SYSTEM MATERIALS

A product for residential duct systems, combining both duct system and the insulation in one, has been introduced by the Owens-Corning Fiberglas Corp., Dept. SBS, 16 East 56th Street, New York, N. Y.

The Fiberglas rigid insulation has a vapor barrier of thick embossed aluminum foil, adhered with a flame-resistant adhesive.



The material is said to deaden undesirable noise and permit high velocity of heating and cooling air. It reportedly has a low heat transfer coefficient, which means that the distributed air remains at a nearly-constant temperature while flowing through the ducts.

Available in various sizes, diameters, and wall thicknesses, the duct system materials are said to be easily installed.

Write A18 on reply card, page 68.

AWNING WINDOW SERIES

An economy-priced Ualco series 95 aluminum awning window, with jamb-located operation, is offered by the Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

The window comes equipped with a durable operator, containing a strip-proof steel worm and worm gear installed in either the right- or the left-hand jamb, as specified.



Ventilator operating power is transmitted from the operator through a torque bar in the sill to linkage in each jamb. Ventilators open simultaneously to approximately 70 degrees.

Interchangeable Ualco screen and storm sash fit flush on the inside face of the window.

Write A19 on reply card, page 68.

ALL-PURPOSE SCAFFOLD

An all-purpose scaffold for work at heights up to 25', at variables of 20" on existing walls, is offered by Arsenco, Inc., Dept. SBS, Manitowoc, Wis.

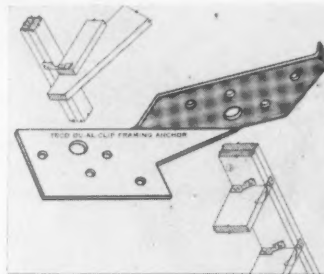
The scaffold adjusts easily to three different heights: 9', 14', and 18'; and its separate lightweight sections reportedly can be set up in a matter of minutes.

The scaffold has a safety rail and built-in ladder. Two units can be joined for inside ceiling work.

Write A20 on reply card, page 68.

STEEL FRAMING ANCHOR

An all purpose, single-style framing anchor, called Teco Du-Al-Clip, has been developed by the Timber Engineering Co., Dept. SBS, 1319 18th Street, N.W., Washington 6, D. C.



The new anchor is manufactured of 18-gauge zinc-coated, corrosion-resistant sheet steel, and is used with nominal 2" lumber. It is available in both lefts and rights.

A special "pre-fit" projection on the triangular flange of the framing clip speeds installation by permitting the anchor to be tacked in place prior to nailing.

Du-Al-Clips reportedly eliminate toe nailing, strap hangers, notching, and ledger stripping, and are economical for roof, floor, ceiling, and wall framing, as well as stud to concrete connections.

Write A21 on reply card, page 68.

NATURAL WOOD LOOK

Two additions to its Weldwood line, said to recapture the natural look in wall paneling, have been introduced by the U. S. Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Charter Oak and Charter Walnut are cut from logs selected for their interesting knots, pin curls, birds' eyes, and variations in grain.



The "Charter" name was chosen to commemorate the most famous tree in American history — the oak in which, according to tradition, the citizens of Connecticut hid their charter to prevent its seizure by Sir Edmund Andros in 1687.

The high-quality lacquer finish is said to emphasize the "woody" appearance of the panels.

Write A22 on reply card, page 68.



STEEL FRAMING ANGLE

AIM brand slotted angle — a steel framing angle with precision-engineered recurring slot-and-hole pattern for speedy assembly and maximum structural strength and rigidity — is offered by Acme Steel Co., Dept. SBS, 135th Street & Perry Avenue, Chicago 27, Ill.

The angle's slot and hole pattern also permits formation of two joints. Friction-type joints are made by bolting through vertical and horizontal slots. Lock-joints are formed by bolting through the round holes.

AIM brand slotted angle is stamped every 3" along both flanges to simplify measuring. The material is 100 per cent re-usable, can easily be dismantled and reassembled.

Write A23 on reply card, page 68.

UNIQUE VARNISH

A unique clear dull varnish that reportedly produces an old fashioned hand-rubbed appearance has been introduced by John W. Masury & Son, Inc., Dept. SBS, Baltimore, Md.

Called French American Demi-Gloss, the varnish is said to be different, in that it is not a semi-gloss nor a flat, but a small gloss, or demi-gloss.

The finish is said to be easily applied, fast drying, and have an outstanding resistance to mars, blemishes, and water.

Write A24 on reply card, page 68.

ALUMINUM ALLOY NAILS

Drive-Rite aluminum nails that are rust- and corrosion-resistant are available from the Independent Nail & Packing Co., Dept. SBS, Bridge-water, Mass.

The Drive-Rite aluminum nails come in all sizes, types, and finishes for all applications — in annular, thread, spiral thread, or smooth.

The nails also come in special baked lacquer colors that resist chipping, to blend with all standard makes of wood, asbestos-cement, or other siding and shakes.

The nails are available in bulk, or in blue-and-aluminum boxes by count. They reportedly run three times as many per pound as steel nails.

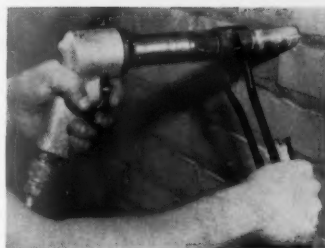
Write A25 on reply card, page 68.

COMPACT AIR HAMMER

The Model SP-500 air hammer for pneumatically drilling expansion anchors in brick, masonry, block, or solid concrete has been announced by Superior Pneumatic & Manufacturing, Inc., Dept. SBS, 4758 Warner Road, Cleveland 25, Ohio.

The Model SP-500 is used with standard air hammer chucks and reportedly can set anchors as large as $\frac{3}{8}$ ".

The SP-500 weighs only 4 lbs., is $9\frac{1}{2}$ " long, and has a metering trig-



ger for controlling blows from 0 to 2200. Hammer uses 11 cfm at 90 psi.

Write A26 on reply card, page 68.



Marlite business is good...

Dealers report Marlite sales are best ever!

No question about it . . . right now is the time for you to cash in on profitable Marlite paneling. Reason? Marlite fits the growing remodeling market like a glove.

It pays to back a winner . . . and Marlite is ahead in sales all over the country. It is one of your highest profit items, both in percentage and in total dollars of profit per sale. A little extra effort will net you a lot of new, profitable Marlite business. And there's a

Marlite wholesaler near you, ready to serve your needs . . . take advantage of his delivery service.

New Marlite newspaper ad mats and radio announcements are now available. Plan now to use them and other effective Marlite sales aids. Call your Marlite representative or wholesaler today and take advantage of your opportunity for bigger sales and profits with Marlite. Marlite Division of Masonite Corporation, Dept. 197, Dover, Ohio.

Marlite®
plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

ACOUSTICAL TILE



Nu-Wood Micro-Perf acoustical tile, utilizing the Henrik Von Helmholtz theory of resonant chambers, is now offered by the Wood Conversion Co., Dept. SBS, First National Bank Building, St. Paul 1, Minn.

Pin-point sized holes, that flare out beneath the tile surface to form bell-shaped cavities, reportedly prove effective in absorbing about as much noise as conventional acoustical tile with larger holes.

So small they can hardly be seen, the pin-point perforations blend into the travertine-stone design of Micro-Perf tile. The result is a decorative acoustical tile that has good sound absorption properties, is inexpensive, and easy to apply. The tile also has a flame-resistant surface.

Write A27 on reply card, page 68.

JET WATER SYSTEMS

The Sabre-Jet line of deluxe convertible jet water systems has been introduced by the Barnes Manufacturing Co., Dept. SBS, Mansfield, Ohio.

The six-model line includes both single and multi-stage models in $\frac{1}{2}$, $\frac{3}{4}$, and 1 hp sizes.

Performance tables show capacities to 2700 GPH, depths to 180 feet, pressures to 70 psi. All models are convertible. A single ejector connection is all that is necessary for conversion.

The positive self-priming pumps are available in completely packaged units with both 13- and 30-gallon horizontal or 42-gallon vertical



tanks, pump-and-motor only, or on base.

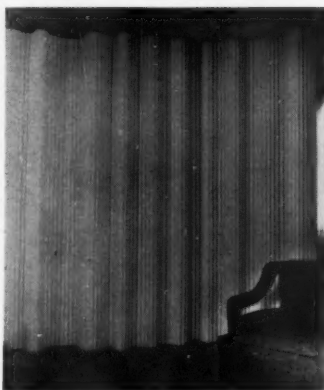
The units are finished in a tri-color styling of sea foam green, Barnes green, and jet black.

Write A28 on reply card, page 68.

FLEXIBLE PANELS

Tambour flexible panels, which can be contoured in free design to create any shape desired, are offered by the Curtition Corp., Dept. SBS, 2227 Sawtelle Boulevard, Los Angeles 64, Calif.

Tambour panels are constructed of oriental luana wood, shaped in half rounds and laminated together with heavy-duty ship deck canvas for complete flexibility.



The panels can be used as a free standing divider or attached to the side jambs of a door to swing in any direction. There is no top or bottom track. Panels are available in widths up to 30' and in heights of 5', 6' and 7'.

Write A29 on reply card, page 68.

ASBESTOS-CEMENT SHEETS

Structural sheets of asbestos-cement, said to aid in economical construction of poultry buildings, are offered by Keasbey & Mattison Co., Dept. SBS, Ambler, Pa.

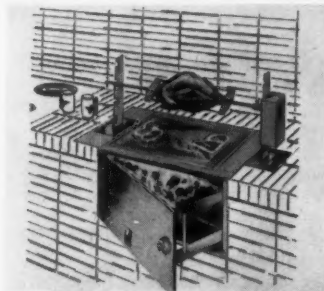
Durable and easily worked, these sheets are claimed to be low in first cost and to require no maintenance after they are applied. The material can provide excellent sanitary conditions, since it is easily scrubbed or steamed without rotting danger. The asbestos-cement building material is reportedly fire-proof and vermin-proof to add additional years to the life of poultry buildings.

Range shelters, brooders, or poultry houses purportedly can be fabricated easily and quickly with K & M structural sheets with average tools found around the farm.

Write A30 on reply card, page 68.

INDOOR BARBECUE UNIT

An indoor barbecue unit available in modular sizes to fit standard kitchen counter depths is offered by the Donley Brothers Co., Dept. SBS, 13968 Miles Avenue, Cleveland 5, Ohio.



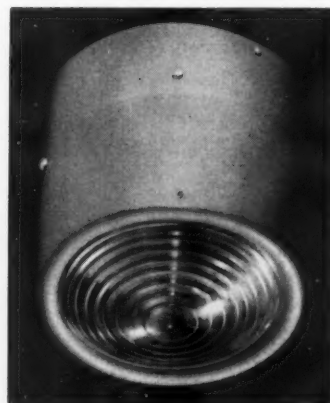
The Donley No. 33 indoor barbecue unit is constructed of an all-welded steel frame, 16-gauge steel shell, and heavy duty door. The unit is available with or without an electric or hand-powered roasting spit. The door has a black wrinkle-finish with chrome handles. The top frame is chrome-plated; the grill is of nickel-plated wire.

A fire-adjuster permits the firepan to be raised or lowered at any time during the cooking process. The entire fire-adjuster swings out with the door to facilitate building or servicing fire. The firepan can be removed from the unit.

Write A31 on reply card, page 68.

AUTOMATIC LIGHT SWITCH

An electronic switch for garage or carport is offered by Osoco Manufacturing Co., Dept. SBS, P. O. Box 7268, Fort Worth, Texas.



Switch-A-Light mounts easily on garage or car port wall at headlight level. The beam from the auto headlights activates a switch that will turn on overhead, yard, or patio light. After a few minutes, the switch de-activates and lights turn off.

Write A32 on reply card, page 68.

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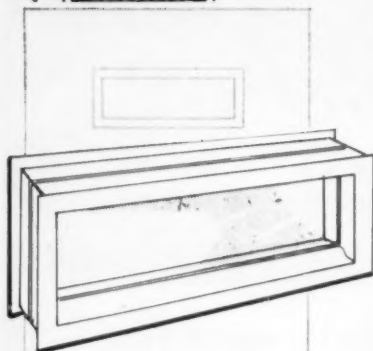
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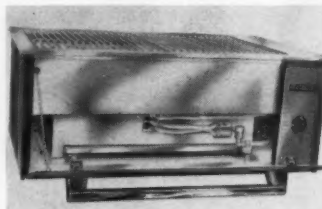
SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW
ATLANTA 10, GA.

BUILT-IN GAS BARBECUE

A gas-fired built-in Char-Grill for inside charcoal-type broiling has been developed by the Majestic Co., Inc., Dept. SBS, Huntington, Ind.

Char-Grill employs radiant Char-Roks, which are random pieces of special ceramic material placed over the cast iron grate to hold and evenly distribute heat from the 25,000 BTU burner.



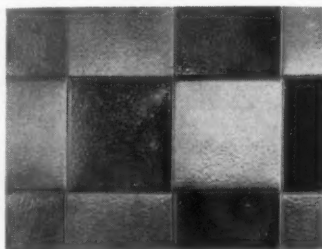
The unit is fed with a $\frac{3}{8}$ " gas supply line. A bakelite control knob lights the pilot and controls all stages of burner operation. A 1"-thick layer of insulating firebrick surrounds the entire burner chamber. The chrome top grill is in two sections for easy removal and cleaning. A front access door opens down, swinging on a continuous piano type hinge, and is trimmed with a bakelite-insulated chrome handle.

Write A33 on reply card, page 68.

METAL WALL TILE

A new hammered-metal wall tile for home and commercial use has been developed by the Vikon Tile Corp., Dept. SBS, Washington, N. J.

The tile is available in Vikon's regular solid copper and stainless steel and the recently-introduced, economical, non-tarnishing Copper Glaze (copper-tinted enameled aluminum) and Brushed Aluminum.



The $4\frac{1}{2}$ " x $4\frac{1}{2}$ " tile comes attractively packaged, 24 to a box, which represents three square-feet.

Write A34 on reply card, page 68.

TRAPEZOID WINDOW

An aluminum trapezoid window for gable-end window areas is announced by the Maco Corp., Dept. SBS, Huntington, Ind.

Like other windows in the Maco-Craft line, this trapezoid is manufactured in a completely assembled,



accurately dimensioned unit — including jamb, sill, stool and head, ready for nailing into the rough opening. It is tailored to the specific requirement in any pitch not exceeding 6/12 or when the shortest leg of the trapezoid is not less than 6".

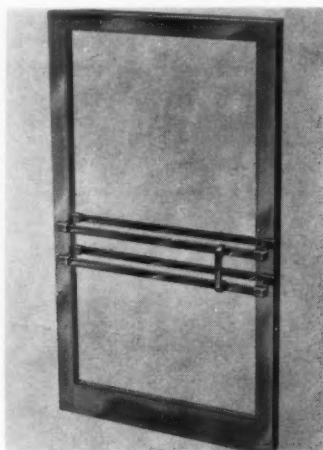
The all-aluminum assembly design affords trim, narrow framing; yet the heavy extruded aluminum frame sections of the window have a depth of about $\frac{5}{8}$ ", and are engineered for insulating glass with strength and warp-free stability.

Write A35 on reply card, page 68.

DOOR PUSH BARS AND PULLS

A series of low-cost aluminum push bars and pulls for wood and metal doors is announced by the Ideal Brass Works, Inc., Dept. SBS, 250 E. 5th Street, St. Paul 1, Minn.

Solid aluminum 38 " x $\frac{1}{4}$ " x $\frac{3}{8}$ " bars combine with end brackets for doors up to 42" wide. Bars can be cut to desired length on the job. The Parkerized aluminum has a silver aluminum base coat and finish coat of clear, super-hard baked-on enamel. The extruded aluminum door pulls are finished in the same manner.



As a de luxe assembly with push bars on both sides of door, the pull is attached to the push bar with set screws. For an economy set with push bars on the inside and pull on the outside, through-bolts are enclosed for securing the pull directly to the push bars.

Write A36 on reply card, page 68.

PRODUCT BRIEFS

SOLDERING IRONS with built-in Magnastat temperature controls inside the soldering tip have been introduced by Weller Electric Corp., Dept. SBS, 601 Stone's Crossing Road, Easton, Pa. The Magnastat temperature control is said to reduce radiation loss and increase efficiency, eliminating temperature "peaks" or "lows" during operation.

Write A37 on reply card, page 68.

CAST IRON RECESS BATHTUB known as the Allegheny is available from the Ingersoll-Humphreys Division, Borg-Warner Corp., Dept. SBS, Mansfield, Ohio. The 4½'-long, 14"-high enameled tub reportedly has unusual roominess. It has a 4½"-wide seat and a high tiling flange.

Write A38 on reply card, page 68.

FLOOR RESURFACER in a formulated powder and liquid binder has been developed by the Stonhard Co., Inc., Dept. SBS, 1306 Spring Garden Street, Philadelphia 23, Pa. Called Stoncap, the product reportedly has extreme slip-resistant qualities. It is ready for foot-traffic five hours after installation.

Write A39 on reply card, page 68.

STORM WINDOW CAM LOCK, designed for the Tilt-O-Matic line of storm windows and screens, is offered by the Air Master Corp., Dept. SBS, 20th & Allegheny Avenue, Philadelphia 32, Pa. Entirely self-contained, the lock has a two-way spring action that permits the insert to be raised or lowered, or to be removed by operation of the lock arms.

Write A40 on reply card, page 68.

STEEL DOOR FRAME for labor-saving, fast installation is introduced by Kewanee Manufacturing Co., Dept. SBS, Kewanee, Ill. The Kwik-Fit frame installs over drywall and is available for swing and sliding doors. The galvanized bonderized steel frame is available for ⅜", ½", ¾", and 1" drywall, and comes in sizes for all standard doors.

Write A41 on reply card, page 68.

ALUMINUM CLEANER which reportedly restores aluminum to a chrome-like finish is available from the Anton Co., Dept. SBS, 15 Bridge Street, New York 4, N. Y. Met-All acts as an effective cleaner and contains substantial silicones and waxes to insure a lasting finish. It comes packed in 2-pound tins and is said to be effective in polishing copper, brass, chrome, silver, and pewter.

Write A42 on reply card, page 68.

GROUTING CEMENT for securely fastening machinery, hand-rails, seats, fixtures or any type of equipment to concrete by means of anchor bolts, is introduced by the Garland Co., Dept. SBS, 3748 East 91st Street, Cleveland 5, Ohio. Anchor-Tite reportedly has an expanding action that occurs during setting to assure permanent tying down of patch to concrete. The product is said to be oil-resistant, non-shrinking, self-bonding, and self-leveling.

Write A43 on reply card, page 68.

ONE-PIECE GARAGE DOOR which reportedly has nylon rollers, safety-lock track, diagonal grid design, box-type lifting arm, adjustable track

hangers, complete weatherseal, and stabilizing arm is available from the Steel Door Corp., Dept. SBS, 2400 East Lincoln, Birmingham, Mich. The new model, lower-priced Detroit, is available in 16 standard sizes.

Write A44 on reply card, page 68.

GAS FURNACE LINE in three styles is introduced by the Majestic Co., Dept. SBS, Huntington, Ind. The units are designed for maximum heating efficiency with natural or LP gas, and include downflow and upflow models. The furnaces come in three cabinet sizes and five capacities ranging from 80,000 to 160,000 BTU's.

Write A45 on reply card, page 68.

TW&J White Fir

TW&J, the West's largest producers of White Fir lumber offer **HIGH ALTITUDE, OLD GROWTH, TOP QUALITY** stock suitable for framing and sheathing in home and construction use.



THOROUGHLY KILN-DRIED TW&J WHITE FIR is available for year around delivery in both 1⅝" and 1⅞" thickness. TW&J also manufacture and offer **PREMIUM QUALITY WHITE FIR LINEAL MOULDINGS** and **FLUSH DOOR CUT STOCK**.

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Liquid, ready to use. For new roofs or to preserve old ones.

LION ASPHALT PLASTIC CEMENT†

For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

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Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.

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Serves as primer for hot asphalt application for dampproofing concrete or masonry.

LION COLD PROCESS LAP CEMENT

Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.

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Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.

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A ready-to-use compound of asphalt and asbestos fibre which eliminates the need for nailing the lower edge of roll roofing, avoiding leak hazards; also for applying selvage-edge roll roofing and unsaturated felt.

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METAL PRIMER-FINISH manufactured by Carter Paint Co., Dept. SBS, Liberty, Ind., is designed to provide a tough anti-corrosive protection for hard-to-reach surfaces, such as towers, tanks, bridges, and structural steel. The paint, Armorize MZD, serves both as an anti-corrosive primer and as an attractive blue-gray finish. As a primer only, it is suitable as a bond for synthetic base finish coats. By employing heavy metallic pigmentation, MZD provides a barrier against destructive electro-chemical reactions which occur when dissimilar metals make contact.

Write A46 on reply card, page 68.

ONE-PIECE WALL HANGER for installation of its vitreous china lavatories is offered by the Kohler Co., Dept. SBS, Kohler, Wis. The heavy-gauge steel hanger simplifies the job of roughing-in and mounting. Slotted holes at each end aid in final, precise leveling adjustments. Other holes, spaced along the length of the hanger, assure firm mounting on frame, concrete, tile, or block wall construction.

Write A47 on reply card, page 68.

GAS WALL HEATERS in a sealed combustion series are offered by the Ohio Foundry & Manufacturing Co., Dept. SBS, P. O. Box 191, Steubenville, Ohio. Eliminating use of chimney or flue, and requiring only a small concealed opening in an outside wall, the Vent-O-Magic vents combustion products to the outdoors while drawing combustion air from the outdoors. Fully automatic controls are installed. Cabinets are enamelled in Sierra Coppertone color and louver panels are finished in beige.

Write A48 on reply card, page 68.

DECORATIVE COLORED TOPPING recommended for use as a surfacing on asphalt or concrete tennis courts, playgrounds, driveways, concrete decks, and similar surfaces is offered by United Laboratories, Inc., Dept. SBS, 16801 Euclid Avenue, Cleveland 12, Ohio. Certified Decoratop is applied easily with a brush, push broom, or squeegee. It reportedly has a high resistance to abrasion, water, weather, anti-freeze solutions, oils, greases, and many chemicals. Colors are red, green, grey, and white.

Write A49 on reply card, page 68.

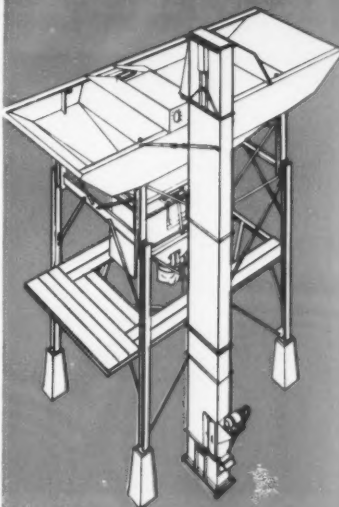
READY-MIXED CEMENT for joint treatment — an embedding and topping cement in a single container — is available from the United States Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago 6, Ill. Perf-A-Tape cement is available in two consistencies, one for hand application, and one for mechanical application without addition of water.

Write A50 on reply card, page 68.



NEW Johnson[®] ECONOPLANT[™]

with cement weighed
on a separate scale



All-welded Johnson bin,
tot. capacity 55 cu. yds.

3 aggregate compartments,
45 cu. yds. total agg. cap.

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with aeration system

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3 cubic-yard Concentric
batcher, manual control

Separate cement scale
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For a minimum investment, you can own this Johnson transit-mix Econoplant (as shown at left) with Concentric aggregate-cement batcher. It complies with the most rigid concrete specifications because cement is weighed on an *individual scale* — separate from aggregates. Econoplant is ideal for clamshell charging, has large aggregate bin openings. Charging height is only 30½ feet. Optional equipment, available at extra cost: belt conveyor or bucket elevator for aggregates; cement silo; undertrack screw conveyor; bin signals; water meter; weather-proof electric control panel for plant motors (a package unit requiring only simple field wiring). See Johnson distributor or write.

Mail to: C. S. JOHNSON CO., Champaign, Ill.
Send us literature on low-cost Econoplant.

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PLYWOOD MOVIE



This photo shows how Simpson Logging Co. obtains redwood veneer for its Rift Grain redwood plywood. This is one of the full-color slides in the Simpson-sponsored film, "Plywood from the Early Days to the Space Age," which reportedly tells just about everything there is to know about plywood.

Contact: Simpson Logging Co., Dept. SBS, 1030 White Building, Seattle 1, Wash.

DOOR PULL DISPLAY

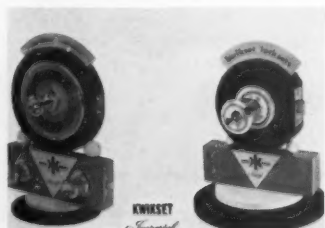
A small wood demonstrator holds the four new styles of Thriftee brand sliding door hardware flush pulls — each in one of the four different finishes. The pulls are mounted in individual transparent envelopes to remain fresh and intact.

They come in finishes of bright brass, dull bronze, bright chrome, and satin aluminum.

Contact: The John Sterling Corp., Dept. SBS, Richmond, Ill.

LOCKSET DISPLAY MOUNTS

Two distinctive display mounts have been introduced for showing the Kwikset Imperial line locksets at the point of sale. Both are of a unique, contemporary design, and are set on ball bearings so locksets and trim rosettes can be rotated and viewed from either side.



The large combination mount displays an entry, privacy, and passage lockset with two trim rosettes. The small mount contains an entry

model lockset. Both can be ordered with either the Catalina or Balboa knob design. The hardwood display mounts are attractively finished in turquoise, black and white.

Contact: Kwikset Division, The American Hardware Corp., Dept. SBS, Anaheim, Calif.

ALUMINUM NAIL PACKAGING

A new fiber "can" packaging for its aluminum nail line has been introduced by Phifer Wire Products.

The heavy-duty fiber body of the Job-Pac package has metal end plates to withstand hard usage, but may be opened quickly by means of a handy pull string. The label is designed in an eye-catching three-



color combination. A front panel imprint illustrates the type of nail enclosed and also indicates the size, length, count, and approximate coverage that may be expected in applying a specified amount of wall-board, siding, or roofing.

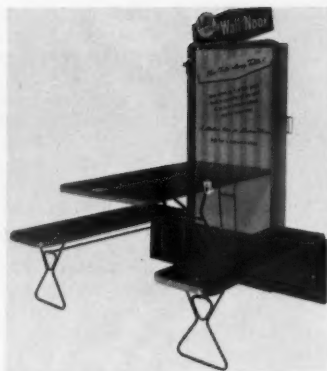
All aluminum nails in the Phifer line are available in the Job-Pac container except common nails and oval head trailer nails.

Contact: Phifer Wire Products, Dept. SBS, P. O. Box 9007, Tuscaloosa, Ala.

FOLD-AWAY TABLE DISPLAY

A new dealer display for the Lau Wall-Nook, combination folding table and benches, enhances the design simplicity and facilitates demonstration.

Almost the size of the Wall-Nook — 5'-high and 2'-wide — the sturdy wood frame holds one complete unit. When the Wall-Nook is closed, an angled black and white sign mount-



ed on top catches the eye. Opened, a colorful blue and white striped panel tells that the Wall-Nook saves 16 square-feet of floor space and closes to an attractive cabinet only 4" deep.

Contact: Lau Blower Co., Dept. SBS, 2027 Home Avenue, Dayton 7, Ohio.

WEATHERSTRIP DISPLAYS

The DrafStop line of weatherstripping and door bottoms is available in new eye-catching, multi-colored self-service carton displays.

Both DrafStop weatherstripping and door bottoms are individually sleeve-packaged and contain all necessary materials for one door.

A two-color target-type point-of-purchase display is easily attached to the self-dispensing display cartons by a clip-on wire.

Contact: The Roberts Co., Dept. SBS, City of Industry, Calif.

TRIMMER PACKAGING

A plastic box packaging combining attractive appearance and greater convenience has been adopted by Price & Rutzebeck for its carbide-tipped trimmers.

All four models comprising the O.C.E. 4W series of trimmers now come in the new packaging. Trimmer, phenolic laminate guide, and steel slinger — which fit the standard 5/16" spindle — all come in the clear-vision package.



Contact: Price & Rutzebeck, Dept. SBS, P. O. Box 30, Hayward, Calif.

INFORMATION CENTER



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Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

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JANUARY, 1959

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Company _____	Page _____	Company _____	Page _____
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My Company's Name _____			
Address (number and street) _____			
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Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
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806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA

HELPFUL BOOKLETS FREE!

101 Weatherstrip Catalogs — Four new catalogs describing its combination sash balance weatherstrip, full jamb metal weatherstrips, kerf type metal weatherstrips, and nail-on type metal weatherstrips, are available from W. J. Dennis & Co., Dept. SBS, 4008 N. Kenneth Avenue, Chicago 41, Ill.

102 Screen and Storm Sash — The AIA Homeshield Bulletin No. 35-P-12 illustrates various types of roll-formed aluminum screen frames and storm sash frames, plus combinations of both, that make up six different matching screen and window sets. Patio and screen door components are covered, also. Specifications, construction, and distribution information is included. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

103 Paint Products — Colorful brochures describe Prim Alkyd flat wall paint, Veri-Quick vinyl latex primer sealer, Mildont mildew resistant prep wash and enamels, clear finishes, Aqua Chek clear masonry waterproof, and MultiTint paints in all finishes and colors. The H. B. Davis Co., Dept. SBS, Bush & Severn Streets, Baltimore 30, Md.

104 Wrought Iron Railings and Columns — A new four-page catalog shows the simplicity of new heavy-weight railing, plus a variety of column designs. Newly-added outdoor lantern posts and lanterns are included. Catalog gives complete dealer merchandising program. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

105 Western Pine — **101 Home Ideas** — Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of Western Pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Kiln-Dried Lumber — Folder gives reasons why it pays to build with Weyerhaeuser 4-Square kiln-dried lumber. The process of kiln-drying reportedly gives wood dimensional stability, finish and workability, and strength and durability. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, St. Paul 1, Minn.

107 House Siding Finishes — "Natural Finishes For House Sidings" by John Reno gives pertinent data on

the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding — Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances — The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment — Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

111 Aluminum Rail — Literature describes and illustrates Adjusto-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Available in 3'-4'-5' lengths, for do-it-yourself trade. Elite Fabricators, Dept. SBS, Bel Air, Md.

112 Home Buyer's Guide — Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Light — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 40', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

115 Closet Doors — "Space and Cost Savings" is a folder illustrating and

describing Berry Float-Away closet doors. The doors reportedly save \$50 per house on construction costs. Berry Float-Away Closet Doors, Dept. SBS, 1091 Zonolite Road, N.E., Atlanta 6, Ga.

116 Modern Wood Paneling — Colorful literature describes Long-Bell's Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices and stores. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City, Mo.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

124 Steel Attic Stairs — Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

HELPFUL BOOKLETS FREE!

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

126 Hardwood Flooring — "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

127 Door Lights — Catalogs and price lists are available for the Maywood line of decorative door lights, storm and screen door lights, louvers, panel units, moulding units, ornaments, and hardware accessories. Installation instructions are included. Maywood, Inc., Dept. SBS, P. O. Box 706, Amarillo, Tex.

128 Concrete Batching and Cement Handling — C. S. Johnson offers folders which describe, list specifications, and illustrate the Johnson Tumbleweed portable batcher, and the Roustabout, Econoplant, and Jumbo transit-mix plants. The C. S. Johnson Co., Dept. SBS, Champaign, Ill.

129 Wood Window Units — Four two-color folders illustrate and describe M. W. Distributors' Bowindows, Air-Lite, Lif-T-Vue, and triple-gliding R-O-W wood window units. M. W. Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

132 Aluminum Jalousies — Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel

Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

133 Hardboard Panels — A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

134 Aluminum Windows — Brochures describe and illustrate Ualco aluminum horizontal siding, residential and commercial awning, casement, and double-hung windows, with specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

135 Asbestos-Cement Products — Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheetrock wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Insulating Roof Deck — A 20-page brochure, "New Dimensions in Ceiling Designs," shows and describes roof deck designs, coat comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

138 Steel Farm Products — "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

139 Steel Frame Buildings — Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

140 Vitrified Clay Products — Brochure describes W. S. Dickey's PVC coupling. Booklets are also available on Dickey Perma-Line pipe and fittings, drain tile, wall coping, flue linings. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

141 Wood Window Units — Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc.,

Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

142 Aluminum Nails — Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

143 Bonded Asphalt Roofing — New literature covers Fry Bonded asphalt roofings for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, Dept. SBS, 5818 Archer Road, Summit (Argo P. O.), Ill.

144 Interlocking Asphalt Shingles — A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

145 Western Lumber Sources — A 40-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas Fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

146 Stock Woodwork — A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

148 Removable Horizontal Windows — A four-page folder describes the Rimco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

149 Prefinished Paneling — Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willits Avenue, Dallas 6, Tex.

152 Wood Paneling — Full-color

brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wether double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

155 Metal Lath, Accessories — Colorful catalog shows metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

156 Truss Lock Plates — Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

157 Window, Door Products — Catalog describes Vulco screens and жалousies, Casing screens, Superior and Ideal storm sash, Dura-Bilt screen and combination storm doors. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

158 Incinerators — Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for flue-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

159 Aluminum Nails — Colorful folder includes A.I.A. File giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Residential Locks — Colorful "heart of the line" catalog shows and describes Dexter residential locks, matching cabinet hardware, and door closers. Modern up-to-the-minute designs shown for every residential use. Dexter Lock Division, Dexter Industries, Inc., Dept. SBS, 1601 Madison Avenue, Grand Rapids 2, Mich.

161 Red Cedar Shakes — A 32-page illustrated manual gives early-day and current history of hand-split red cedar shakes. Both photographs and sketches show proper application techniques and varied uses for hand-split shakes in modern residential, church, school, and commercial architecture. Manufacturing and grading processes also are illustrated. The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.

MANUFACTURER NEWS

RUSSELL, FLA.: A. Cabell Ford, director of sales for the **Southern Lightweight Aggregate Corp.**, Richmond, Va., has announced an April opening for a new Solite production plant here. It will be the first plant to open under the newly-incorporated Florida Solite Corp., a wholly-owned subsidiary of Southern Lightweight Aggregate. The plant will produce Solite, the lightweight aggregate manufactured by a controlled process and used in Solite lightweight structural concrete and masonry units.

YORK, PA.: Harold S. Dybvik has been named manager of builder sales for the **York Corp.**, air conditioning, refrigeration, and heating subsidiary of Borg-Warner Corp. Dybvik has been with York since 1947. He was formerly product manager for room air conditioners.

CHARLOTTE, N. C.: Robert Dickson, formerly of Jenkins-Dickson Co. here, has established himself as an independent manufacturer's representative to promote sales for **Plastergon Wall Board Co.** of Buffalo, N. Y. His territory will include southern Virginia, North Carolina, South Carolina, Georgia, and Florida. He will headquarter in Charlotte.

CHICAGO, ILL.: The **Marquette Cement Manufacturing Co.** announced that its prices for the entire year 1959 will be the same as those that were in effect throughout 1958. The company reports that its decision to forego price increases was actuated by keen competition and a desire to put an end to the wage-price spiral in the cement industry and thus help to prevent another inflationary whirl.

OZONE PARK, N. Y.: The **Adelphi Paint & Color Works** has announced the appointment of Donald Mack as technical sales representative for Dianol, its new paint insecticide additive. Mack will cover the metropolitan St. Louis, Mo., area.

FARMVILLE, N. C.: The **American Cyanamid Co.** has opened a multi-million dollar Formica flakeboard plant here. Leaders of American Cyanamid and its Formica Division gathered recently for dedication ceremonies of the new plant, which is reportedly the largest and most modern flakeboard plant in the world.

ADA, OKLA.: Production has started at the new \$20-million plant here of the **Ideal Cement Co.** The plant layout, when finished, will include two rotary kilns, two raw mills, two finish mills, two air quenching coolers, nine storage silos,

and a conveyor belt which will span 5½ miles between the quarry and the plant. The Ada plant will become the firm's largest single unit, with a total capacity of 5½-million barrels per year.

MERIDIAN, MISS.: Officials of the **Miami Window Corp.** have announced they will expand Meridian window manufacturing plant by 50 per cent. Announcement of the expansion project was made when the city council approved a long-term lease for the site at Key Field here.

ROCK HILL, S. C.: **Bowater Board Co.** broke ground recently at nearby Catawba for the first hardboard mill to be built on the Eastern seaboard. The plant will cost about \$7-million and is designed to produce about 500,000 square feet of hardboard daily. In an area adjacent to the site, **Bowaters Carolina Corp.** has been at work on a \$35-million pulp plant for several months.

EVANSVILLE, WIS.: New sales manager for the **Pruden Products Co.** here is Austin Runde, according to an announcement by Clark Prudhon, company president. Runde has been associated with the light building construction field for the past 12 years.

PORTLAND, ORE.: Robert H. Rushing has been appointed general sales manager for all **Pope & Talbot** lumber products divisions. He succeeds Saxton B. Ferrell, who has resigned. Rushing will coordinate sales activities of the Pope & Talbot lumber mills in St. Helens and Oakridge, Ore., and in Port Gamble, Wash. He will supervise sales of the company's particleboard and flakeboard, preserved wood products, and green veneer. He has been sales manager for the Giustina Bros. Lumber Co. in Eugene for the past 10 years.

HENDERSON, TEX.: **W M Products Co.** of Houston has moved its manufacturing facilities into a new 40,000 square-foot plant in this east Texas city. This leading aluminum window and window screen manufacturer has been operating in Houston since 1945. General offices and executive staff will remain at the present Houston location.

MUSKEGON, MICH.: To culminate a ten-year expansion program, the **Clarke Floor Machine Co.**, formerly the Clarke Sanding Machine Co., has purchased a new building called Plant No. 2 in southwest Muskegon. The new plant adds a total of 15,000 square-feet to Clarke's production facilities.

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**THIS NEW CONCEPT
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Eye catching display
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- ★ Big volume with fast
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- ★ Year 'round profits!

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Find how you can get this display
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CHICAGO, ILL.: Expanded research on the use of hardboard panels in building components has been undertaken by the **Masonite Corp.** J. C. James Jr., manager of the company's product application laboratory at Naperville, Ill., has been reassigned temporarily as director, components research. James headed the research which led to the use of component exterior panels in the NAHB research house at Kensington, Md., in 1957 and at Knoxville, Tenn., in 1958.

BESSEMER, ALA.: Plans to construct a \$4¼-million plant for the manufacture of pipe, couplings, flue lining, wall coping, and related clay products in the Birmingham suburb have been announced by H. P. Wilhelmson, president, **W. S. Dickey Clay Manufacturing Co.** Construction of the new plant is scheduled to begin during the summer of 1959.

SAN ANTONIO, TEX.: John K. Dupuy has been appointed district sales representative for **Azrock Products Division**, Uvalde Rock Asphalt Co. From headquarters in Greensboro, N. C., Dupuy will serve the company in North Carolina and southern Virginia.

NORTH LIBERTY, IND.: The entire building products line of the **Wells Aluminum Corp.** will henceforth be marketed through the firm's Kelco Division. This will expand the line to include jalousie windows and doors, extruded aluminum lineals for storm door and window fabrication, and aluminum thresholds. Under the lineal program, Kelco supplies the fabricating distributors all extrusions and components with which they manufacture storm windows and doors.

WILMINGTON, N. C.: Prestressed concrete was poured in Wilmington for the first time recently when the **S & G Prestress Co.** began operations here. J. W. McWatty is president of the firm; Grover Haynes is vice-president and manager. S & G's first major contract calls for supplying prestressed concrete piling to support the North Carolina state docks extension here.

MIAMI, FLA.: **Fiber Glass Plastic, Inc.**, has purchased the assets of Spun Lite Corp. and moved to a new plant, which marks the company's third expansion in three years. The Spun Lite plant will add a line of continuous corrugated material in rolls to the Fiber Glass reinforced panels in flat, corrugated, and other shapes.

PINE BLUFF, ARK.: The **Dixie Wood Preserving Co. of Arkansas, Inc.**, announced intention to invest about \$40,000 to begin a new plant here. Plant Manager will be J. Keith Dunkin, who has been associated

with the Dixie Wood Preserving Co. of Dearing, Georgia, the Pine Bluff plant's parent firm. The firm produces chemically-treated lumber for general construction, and foundation and floor construction where termite and decay-proof lumber is necessary.

LANCASTER, PA.: The building products division of the **Armstrong Cork Co.** has announced the establishment of new district sales offices. Effective Jan. 1, sales operations in North and South Carolina and portions of Virginia and West Virginia are being directed from the company's new Charlotte, N. C., office. Similarly, a new Cincinnati office will assume responsibility for Kentucky and portions of Indiana, Ohio, and West Virginia, formerly assigned to the St. Louis district office.

NUTLEY, N. J.: Expansion of its engineering laboratory — designed to function as a clearing house for technical information in the building products field — has been announced by Alvin S. Baer, general manager of the building products division of **L. Sonneborn Sons, Inc.** The engineering laboratory, which covers approximately 10,000 square feet of office and laboratory space and exterior field testing areas, is located at the plant here, where more than 80 of the company's building products for maintenance and new construction are manufactured.

RICHWOOD, W. VA.: Ownership of the **Cherry River Boom and Lumber Co.** here has passed from a family in Scranton, Pa., to a California lumberman. Fred Dakin of Scranton has sold 85 per cent of the stock to Mr. and Mrs. Samuel C. Rudolph of Los Angeles, Calif., and Mr. and Mrs. Allen R. Rudolph. Initial purchase of the central West Virginia timber lands was inaugurated by the Lackawanna Lumber Co. of Scranton, Pa., and the firm has operated with absentee ownership for more than 50 years since. The main office of the corporation has been moved from Scranton to Richwood. Hardwoods are the chief products of the mill.

GADSDEN, ALA.: Plans to install a new four-high reversing hot rolling plate mill at its plant here were announced by **Republic Steel Corp.** of Cleveland. The new facility ultimately will be able to roll slabs up to 20,000 pounds. Work will begin shortly.

WARREN, OHIO: The **Youngstown Kitchens Division** of American Standard has completed consolidation of general offices and kitchen manufacturing facilities at its plant here, according to an announcement by C. D. Alderman, division president. Previously, all administrative functions were located at the Salem, Ohio, plant.



THEY BRUSH-UP ON FIGURES — Seventeen Virginia lumber and building supply dealers attended the Jim Adams Estimating Guild, sponsored by the Virginia Building Material Assn., in Luray, Va., recently. In front row are (l to r) Bill Coleman Jr., Bob Sears, Jack Dempsey, Clarence Davis, Ed Hammond, Herman Childress, R. C. White, Charles Bouton, and Howard Newlon.

In back row are (l to r) Jim Adams, instructor; Jim Brame, VBMA; Rudy Crickenberger, Taylor Pigg, Thomas Wolfe, Morton Lester, Leon Harrow, Melvin Levine, Aubrey Sweet, and Hugh Ryan Jr.

San Antonio's Baumberger Is Portland Cement Director

Among nine new directors elected by the Portland Cement Assn. at its recent annual meeting in Chicago are Charles Baumberger Jr., president, San Antonio Portland Cement Co., San Antonio, Texas; and Walter H. Wulf, president and general manager, Monarch Cement Co., Humboldt, Kan.

Among those directors retiring are Leonard E. Bayer, president, National Cement Co., Birmingham, Ala.; and Paul Sunderland, chairman of the board, Ash Grove Lime and Portland Cement Co., Kansas City, Mo.

Alcoa Tennessee Mill To Hike Sheet Output

The Aluminum Co. of America, Pittsburgh, Pa., has announced construction of a new facility for production of roller-coated aluminum sheet in widths exceeding any previously available.

To adjoin the company's North Plant sheet mill at Alcoa, Tenn., the unit will produce aluminum alloy sheet and coils, with baked enamel finishes, in widths exceeding 60".

The product will be used primarily for awnings.

Maconite O. S. Willingham Chosen President by Southern Woodworkers

New president of the Southern Woodwork Assn., elected at its November meeting in Atlanta is O. S. (Spain) Willingham, Willingham Sash & Door Co., Macon, Ga.

New vice-president is Ralph W. Harrison, of Chilton Millwork & Lumber Co., Nashville, Tenn. Treasurer is H. Wellborn Persons, Randall Brothers, Inc., Atlanta, Ga.; and executive secretary is R. H. Whitten of Knoxville, Tenn.

State directors are C. L. Minter, Danville Lumber & Manufacturing Co., Danville, Va.; William L. Allison Jr., Statesville Manufacturing Co., Statesville, N. C.; William L. Otis, Columbia Lumber & Manufacturing Co., Columbia, S. C.; M. D. Trotter, Trotter Manufacturing Co., Jacksonville, Fla.; Robert W. Block, National Woodworks, Inc., Birmingham, Ala.; Herbert J. Bremermann, National Sash & Door Co., New Or-

leans, La.; President O. S. Willingham, Macon, Ga., and Vice-President Ralph W. Harrison, Nashville, Tenn.

Calvert City, Ky., to Host \$10-Million Chemical Plant

Formation of the Cumberland Chemical Corp., for the production of vinyl flooring materials and other building products, has been announced jointly by President John A. Hill of the Air Reduction Co., Inc., and President Seymour Milstein of the Mastic Tile Corp. of America.

The new company, to be housed in a \$10-million plant at Calvert City, Ky., will produce vinyl chloride monomer, vinyl chloride polymer and a new type of plasticizer.



ALUMINUM-COVERED OFFICES — This is the new combination office and warehouse building to be erected in Louisville, Ky., by the Reynolds Metals Co. The building will be used by Reynolds Aluminum Supply Co. The building will be an aluminum-covered structure containing 50,000 square feet of warehouse space and 3,500 square feet of office space. It will include office space for approximately 30 employees and a display sample room. Warehouse facilities will include power shears and slitters to cut metal to customer requirements.

STRICTLY WHOLESALE

DALLAS, TEX.: Jack Grattan has been appointed manager of the **Rawplug Dallas Co.** here, north Texas distributor for Rawplug masonry anchoring products. Grattan had been dealer service representative for Janney, Semple, Hill & Co. in Minneapolis.

ATLANTA, GA.: RCA Whirlpool gas and electric home appliances will be distributed in the Atlanta merchandising area by **Whirlpool Corp.'s** new Southeast sales division in Atlanta. The new branch will assume functions previously performed by the Atlanta division of King's Appliance and Electronics, Inc., which remains RCA Whirlpool appliance distributor in its Savannah territory. Harold W. LeVan was named general manager of the new division; William Logan, sales manager of King's Atlanta division, will continue in that capacity.

WASHINGTON, D. C.: **Whitaker Paper Co.** of Baltimore, wholesale distributor of Azrock floor products, has added a second warehouse location here to provide faster service to dealers in the Washington trading area.

NEW ORLEANS, LA.: New distributor for Youngstown Kitchens Division of American-Standard here is **United Distributors, Inc.** The company will handle Youngstown products in Louisiana and lower Mississippi. Les Youngs has been named to direct kitchen sales. Robert Sanders is vice-president.

JOPLIN, MO.: The **Fay Supply Co.** has been appointed wholesale distributor for Armstrong insulating sheathing, roof deck, interior finish products, ceiling, and allied building products of the Armstrong Cork Co. in the Joplin-Springfield area. F. C. Fay is president of the wholesale firm. R. E. Fay is vice-president and secretary; E. M. Fay is treasurer.

JACKSONVILLE, FLA.: Election of Rufus C. Barkley to chairman of the board and of Edward J. Fitzgerald Jr. to president and general manager has been announced by stockholders of the **Cameron & Barkley Co.**, leading Southeastern distributors of industrial supplies and machine tools in Florida, South Carolina, and Georgia.

SHREVEPORT, LA.: New Louisiana distributor for the door bottom and weatherstripping line of the Roberts Co. is **Central Wholesale Co., Inc.**, here. Roberts also announced the **Glover Co.** of St. Louis as its Missouri distributor.

ATLANTA, GA.: Howard L. Ashworth has been elected vice-president of **Associated Distributors** here, a wholesale building supply firm. A native Atlantan, he joined the firm in 1950.

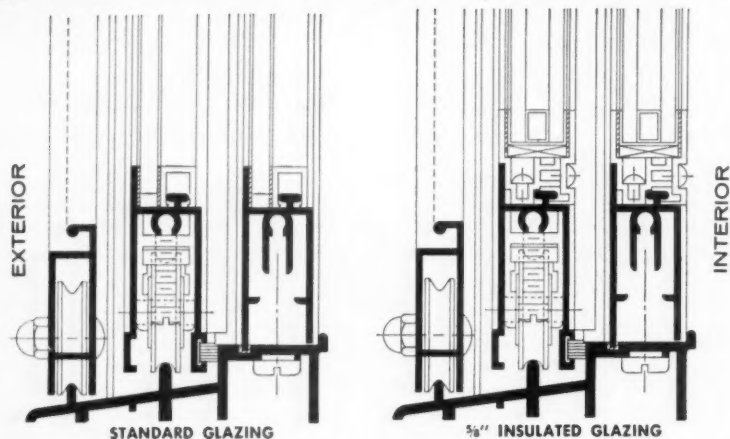
DALLAS, TEX.: A new regional warehouse and office has been opened by **Weather Products, Inc.**, in the Trinity Industrial District here. Ferrol Goodroe will manage the firm, which handles aluminum glass sliding doors, aluminum entrance doors, jalousie windows, and other aluminum products.

MIAMI, FLA.: **McEwen Lumber Co.**, High Point, N. C., hardwood wholesalers, has opened a branch here. R. K. Baxter, formerly with Florida Lumber and Plywood Service in Miami, has been named sales representative for the Dade and Broward county areas.

ATLANTA, GA.: The **Zuber Lumber Co.** here has been designated exclusive Georgia distributor for the millwork products of Curtis Companies, Inc. of Clinton, Iowa. Zuber is reported to represent the manufacturer's initial distributorship for its lines.

Now... THE SAME BRITT SLIDING DOOR WITH

① STANDARD GLAZING OR ② 5/8" INSULATED GLAZING



BRITT'S competitively priced sliding glass door *alone* has frame and vents that accommodate both types of glazing—a feature so important where winters are severe, or air conditioning used.

Here is the glass door that is specified with the assurance of no complaints of water coming in around the door. The sill design has been proved in hundreds of installations in the Southwest where the rainfall was more than 20 inches during a 4-month test period.

Here are other design features of the Britt Sliding Glass Door that will bring you increased sales, and complete customer satisfaction:

- Sliding vent to the outside; the fixed vent to the inside.
- Wool pile weather stripping is on interior side of sliding vent so as wind blows harder, the weather stripping seals tighter.
- Glass is set in curtain wall tape; glazing bead is of extruded aluminum.
- Fixed vent is an integral part of the door frame.
- The BRITT Door is "face" mounted in rough opening using brick veneer or frame fins.
- We use our own trucks for fast, damage-free delivery.

BRITT SLIDING DOOR CORP.

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SPA Will Sponsor '59 Machinery Exposition

By popular demand, the Southern Pine Assn. will sponsor another machinery exposition in New Orleans in 1959.

This was announced by S. P. Deas, association executive vice-president, who said the 1959 show will be April 11-13 in the Municipal Auditorium.

Previous expositions have been credited as major stimulants to the Southern pine lumber industry's drive for mechanical efficiency. The show will be held in conjunction with the 44th annual convention of the Southern Pine Assn. Exposition dates, Deas said, are scheduled to permit maximum attendance of lumber company principals and their operating personnel.

U. S. Plywood Buys Mutual Plywood Corp.

Stockholders of Mutual Plywood Corp. overwhelmingly approved sale of all the company's assets and properties to the United States Plywood Corp. for \$7,500,000, according to U. S. Plywood President Gene C. Brewer.

Principal properties are a plywood mill with a productive capacity of 100-million square feet per year and extensive timber holdings.

Mutual Plywood was organized as a worker-owned cooperative in 1946, and began operating in 1950. To encourage continuation of the mill's high productive standards, U. S. Plywood is developing a plan to share with employees economies resulting from their own productive efforts, Brewer said.

Inland Steel Purchases Gabriel Steel Products

Inland Steel Products Co., Milwaukee, Wis., has purchased machinery and equipment for the home building products line of the Gabriel Steel Co., Detroit, Mich. Sales and production operations have been assumed by Inland and transferred to the Milwaukee plant.

Principal Gabriel products have been steel and aluminum utility and basement windows, window accessories, lintels, steel basement columns, and steel area walls.



This **DIXISTEEL** Building
COST ONLY \$3.32 A SQUARE FOOT
Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

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- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
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- Multiple units of virtually any width, height, length

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DEALER NEWS

ALABAMA

MOBILE: Bert W. Milling was named executive vice-president and manager, and Charles B. Lord was designated vice-president and sales manager of the Underwood Builders Supply here.

MONTGOMERY: Carl W. Bear, secretary and director of the Bear

Lumber Co., was elected president of the Chamber of Commerce of Montgomery for 1959. Bear has been a director of the Chamber since 1951 and served as vice-president this past year.

ARKANSAS

ELAINE: The Countiss Lumber

Co. here has been purchased by Ralph Kyte Jr., who assumed active management. This oldest lumber company in south Phillips county was organized nearly 50 years ago as the Arkmo Lumber Co. It was sold later to J. M. Countiss.

GEORGIA

AUGUSTA: George W. Ewing, vice-president and general manager of the Augusta Lumber Co., recently was elected president of the Augusta Builders' Exchange at its annual membership meeting.

LOUISIANA

CHARTERS OF INCORPORATION: LeBlanc's Lumber Co., Inc., Lafayette, general lumber, listing capital stock of \$100,000; Patrick-Reed Lumber and Supply Co., Inc., Bossier City, listing capital stock of \$50,000; Gulf-Pacific Lumber Co., Inc., New Orleans, lumber, listing capital stock of \$45,000; Johnson Hardwood Lumber Co., Inc., Baton Rouge, lumber, listing capital stock of \$100,000; Modern Millwork, Inc., Covington, changing its corporate name to Singer Lumbermart, Inc., and changing its domicile to New Orleans; Plantation Lumber & Building Corp., listing capital stock of \$1,000; and Pelican Lumber & Supply Co., Inc., Shreveport, general retail and wholesale, \$250,000.

MISSISSIPPI

UTICA: A recent fire destroyed the Utica Lumber and Gin Co. Owner J. B. Hutchins estimated his loss at more than \$200,000.

CHARTERS OF INCORPORATION: Williams Lumber and Building Materials Co., Inc., Picayune, listing capital stock of \$30,000; Dome Plywood and Lumber Co., Inc., Jackson, listing capital stock of \$20,000.

MISSOURI

SPRINGFIELD: The Campbell Street Lumber Co. has purchased the Southwest Lumber Co., according to George H. Squires, president and general manager of the Campbell firm. The newly purchased company will be called the Campbell Street Lumber Co. South, while the Campbell Street firm's present business will carry the additional designation, North. Truman Hardin will continue as manager of the south-side firm.

NORTH CAROLINA

BEAUFORT: Thieves battered

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- KNOXVILLE 2-6126
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MANUFACTURERS: all types of quality millwork, Satin Brand Door Units, Satin Seal Window Units, Satin Brand By-Passing and Pocket Door Frames, Windows, Frames, Louver Doors and Blinds.

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open a big safe in Huntley's Hardware & Building Supply Store recently and stole between \$1,500 and \$2,000 in cash. George Huntley Jr. is manager of the Beaufort firm.

CHARTERS OF INCORPORATION: Universal Distributing Co., Inc., Burlington, paints, building materials, and general contracting business, listing capital stock of \$100,000; by Bryce R. Holt, R. Kennedy Harris and N. D. McNairy of Greensboro.

OKLAHOMA

IDABEL: Ross H. Dugan of the Dugan Lumber Co. here was honored as Idabel's "Man of the Year" at the annual Community Builders banquet sponsored by the Idabel Chamber of Commerce. Dugan was presented a bronze plaque for outstanding community service over a period of some 35 years.

OKLAHOMA CITY: A recent three-alarm fire at the Billington Lumber Co. caused an estimated damage of \$200,000. The fire started in an old storage shed south of the lumber yard and spread to the Billington plant, when a strong south wind dumped embers among stacked wood. The company was covered by fire and casualty insurance, according to Lawrence Morgan, general manager for the Billington Lumber Co. chain.

SOUTH CAROLINA

JONESVILLE: Fire destroyed a finishing plant at the Whitener Brothers Lumber Co. recently. The loss was estimated at \$50,000 by Arlo Whitener, owner. It was not covered by insurance. The loss included the frame building, one truck, lathes and planers, and a supply of lumber.

CHARTER OF INCORPORATION: Congaree Builders Supply, Inc., Columbia; capital stock of \$12,340; Winchester Graham, president.

TENNESSEE

MADISON: A recent fire caused damage estimated at about \$7,500 at the Vick-Ferguson Lumber Co. The blaze started in a cabinet shop's electrical equipment, according to a fire department official.

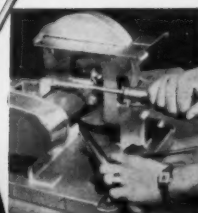
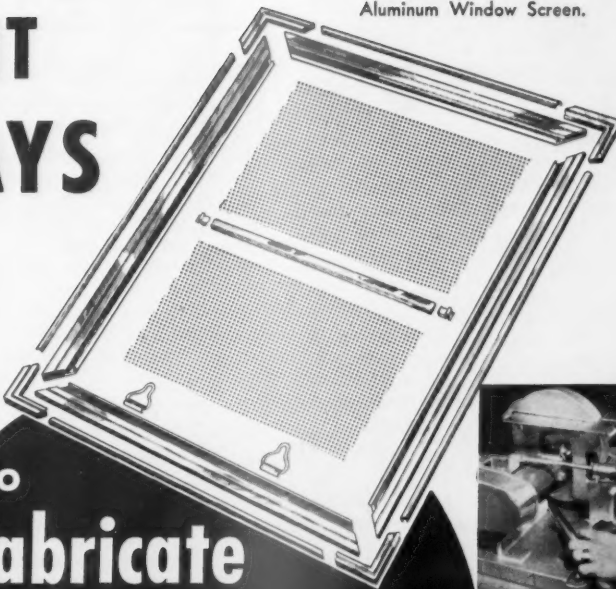
TEXAS

HOUSTON: Officers of the Retail Lumber Dealers Assn. of Houston were re-elected by acclamation, according to Joe Butler, association secretary - manager. Officers are Weldon Walker of Walker-Kurth Lumber Co., president; Bob Stahl-

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man of Stahlman Lumber Co., vice-president; and Douglas McNair of Temple Lumber Co., treasurer.

MARSHALL: Warren F. Keys Sr. was one of four trustees recently honored at East Texas Baptist College for outstanding service to the institution. Keys is a former president of the Lumbermen's Assn. of Texas and is owner of the Harrison County Lumber Co.

FORT WORTH: The Sloan Lumber Co. here has purchased the Burton-Lingo Fort Worth yard and will operate it as a separate unit until the two can be consolidated. The purchase does not involve the other 26 Burton-Lingo yards. A. B. Sammons, vice-president of the Sloan Lumber Co., is a former president of the Lumbermen's Association of Texas. W. B. Ferguson, president of Burton-Lingo, is a district No. 13 director of L.A.T.

VIRGINIA

ROANOKE: Fire destroyed the main shop building of the H. H. Carter Lumber Co. here. Damage was estimated at more than \$150,000, according to manager L. F. Clinevell. He said at least part of the loss is covered by insurance. Cause of the fire was undetermined.

OBITUARIES

IRVIN VENNING CAMPBELL, founder and owner of the Campbell Lumber Co., Kingstree, S. C.

THOMAS CHATTERTON COXE SR., 83. Retired lumber dealer and first president of Wade Manufacturing Co., Wadesboro, N. C.

CHARLES ALBERT CUNNINGHAM, 71. Retired director of lumber purchases for Nickey Bros., Inc., Memphis, Tenn.; and former vice-president and director of the Lumbermen's Club of Memphis.

JOHN J. MORAN, 82. Co-owner of the Reis-Moran Lumber Co., St. Louis, Mo.

JOHN R. PALMER, 33. Former vice-president and general manager of Rounds & Palmer Co., Dallas and Fort Worth, Texas, until his resignation in 1957 to enter his own commission business, representing various manufacturers of building materials.

JOHN M. PRITCHARD, 87. Leading hardwood lumber expert, author of "Grading Rules for Hardwood Lumber," one of the organizers and charter members of the Indiana Hard-

wood Lumbermen's Assn., and founder of the J. M. Pritchard Lumber Co. of Memphis, Tenn.

EMORY L. SCHOOLFIELD, 70. Owner of Schoolfield Lumber Co., Pikeville, Tenn.

REZIN McKEE SCOBEE, 88. Retired lumber dealer of Winchester, Ky.

JOHN S. SMITH, 79. Operator of sawmill and lumber business at Pleasant Valley, Ky., for the past 36 years.

ROBERT LOCKWOOD SWEET, 56. President of the R. L. Sweet Lumber Co., Kansas City, Mo.; cited by NRLDA in 1957 for outstanding contribution to the lumber industry.

Nordahl Mfg. Expands Southern Distribution

Complete product inventories have been set up in St. Louis, Mo., and Fort Worth, Texas, by the Nordahl Manufacturing Co., Burbank, Calif., makers of "in-the-wall" sliding door pockets and bypass wardrobe hardware.

As a result of the new warehouse program, faster deliveries and substantial savings in freight through consolidated carload shipments into the warehousing points will be realized by the company's jobbers, according to the company's founder, Andy Nordahl.

Warehousing plans were worked out with Carr-Adams Manufacturing Co., of St. Louis and Central Building Products Co., of Fort Worth. Both firms are Nordahl jobbers in their respective areas.

U. S. Plywood Reveals Record-Breaking Sales

Record high sales for any quarter and any six-month period in the history of the United States Plywood Corp. were announced recently by Monroe Pollack, vice-president in charge of sales.

Pollack announced that October showed the highest sales of any month in the company's history — \$23.4-million. He said it was the first month in the company's history in which sales averaged over \$1-million for each working day.

Sales for the six-month period ended October 31, 1958, were \$115.3-million as compared with \$107.2-million for the same period last year.



The beautiful fireplace in this award home, designed and built by Mitchell and Coffin of the Chestnut Hills Estates, was built around Model "A" HEATFORM, the warm-air circulating fireplace unit. This is one of the many hidden values which have helped the sale of their homes.

Five HEATFORM models of various sizes are available to accommodate any design of single or multiple opening fireplace. WRITE NOW FOR FREE DETAILED CONSTRUCTION INFORMATION, OR ENCLOSE \$1 FOR 52 PAGE 11" x 8½" BOOK CONTAINING VALUABLE INFORMATION PLUS 88 HEATFORM FIREPLACE DESIGNS selected from NATIONAL CONTEST.

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HELPFUL LITERATURE

EXTRA ROOM KNOW-HOW. A 24-page book entitled "How to Build An Extra Room" gives easy-to-follow, step-by-step instructions for installing J-M floor tile, ceiling panels, wall plank, and insulation for converting unused space into attractive, useful rooms that increase property value. Available for 25-cents from Johns-Manville, Dept. SBS, New York 16, N. Y.

SKYLIGHT PRODUCTS. The complete line of Marcolite aluminum and fiberglass skylight products is described in the 1959 catalog available from the Marco Co., Dept. SBS, 45 Greenwood Avenue, East Orange, N. J. All models, designs, sizes, specifications, and major installations are described for the skylights, fire vent units, and roof scuttles.

RADIANT HEATERS. Bulletin F-1614 describes the Chromalox electric radiant comfort heaters in both the ceiling type and angular-mounted models, and illustrates how they can solve typical "spot-heating" and large area heating problems. Folder also describes Chromalox controls and tells how to select the correct heaters and controls. Edwin L. Wiegand Co., Dept. SBS, 7500 Thomas Boulevard, Pittsburgh 8, Pa.

HOME DESIGN PLAN. The Privazone design concept for the sleeping, dressing, and bathing area of the home is explained and illustrated in a 64-page Homebuilders' and Architects' Manual. It includes more than 100 colorful illustrations and 12 sample floor plans showing how Privazoning can be adapted to any style home. Copies of the manual may be obtained for \$3.00 each, or \$2.00 each in quantity, from the Privazone Council of America, Dept. SBS, Associations Building, Washington 6, D. C.

LAMINATED WOOD DOORS. A folder recently prepared by the Haskelite Manufacturing Corp., Dept. SBS, 701 Ann Street, N.W., Grand Rapids, Mich., shows laminated wood doors for every purpose. Available in a variety of faces including birch, oak, ash, and lauan, the doors are reportedly construction engineered and weather-tight.

PORCELAIN ENAMEL. Technical bulletin A.I.A. File No. 17-A gives complete data on Erie porcelain enamel curtain wall and veneer panels, including illustrated case histories and specifications for both types. Dealers and representatives listed. Free copies available from Erie Enameling Co., Dept. SBS, 1400 W. 20th Street, Erie, Pa.

STEEL JOISTS. A 36-page manual No. 3001-N (A.I.A. File No. 13-G)

describes Ceko open-web steel joists for construction of lightweight, economical, and safe floor and roof systems. The bulletin also contains tables of available dimensions, properties, allowable loading, specifications, and recommended handling and erecting procedures. Copies are available free from Ceko Steel Products Corp., Dept. SBS, 5601 W. 26th Street, Chicago 50, Ill.

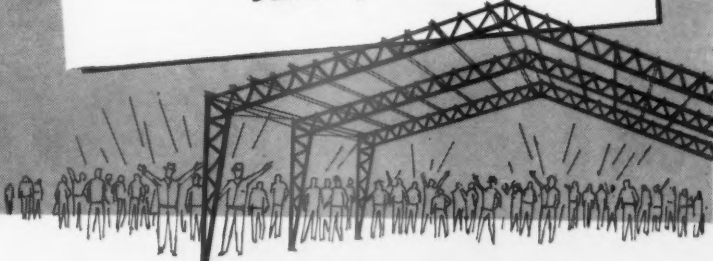
HANDLING EQUIPMENT. The fall issue of the Lewis-Shepard Lever

features a two-page article describing methods of selecting the correct materials handling equipment to achieve maximum space, time, and manpower savings. The 16-page magazine also carries a semi-technical article on the science of hydraulics as applied to fork lift trucks, and shows profitable application of modern equipment illustrated by installation photos. Free copies available from Lewis-Shepard Products, Dept. SBS-R8-25, 125 Walnut Street, Watertown 72, Mass.

ADHESIVES CATALOG. An eight-page catalog is devoted exclusively to those Macco products for use in the installation of ceramic wall and floor tile, including adhesives, Mor-

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tar Mastic, grouts, and accessories. Performance, specifications, and application instructions are included on each of the Macco adhesives. The Macco Chemical Co., Dept. SBS, Wickliffe, Ohio.

WEST COAST LUMBER. "Data on Grades and Specifications" provides such information for Douglas fir, West Coast hemlock, western red cedar, Sitka spruce, and white fir. The 16-page booklet also includes descriptions of lumber grades, conversion tables, how to specify, and grade-stamp information. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

RADIAL SAWS. A 12-page catalog describes two Delta radial saws — the 10" portable and the Super 900 9" model — and gives action photographs of 42 different woodworking operations that can be performed with these saws, including cross-cutting, ripping and dadoing, and tongue and grooving. The two-color catalog shows 85 pictures of tool operations, accessories, specifications, and catalog listings. Rockwell Manufacturing Co., Delta Power Tool Division, Dept. SBS, 498 N. Lexington Avenue, Pittsburgh 8, Pa.

PALLET HANDLING. "Pallet Handling in Narrow Aisles" describes the principle types of trucks available for narrow aisle operations,

and shows on-the-job pictures of the equipment. The 24-page handbook also gives labor saving advantages of unit load handling and discusses the use of air rights. The Raymond Corp., Dept. SBS, 371-170 Madison Street, Greene, N. Y.

STEEL STUDS. Bostwick's new eight-page folder contains basic data for construction of hollow non-bearing partitions with Bostwick metal-lathed steel studs. The folder also includes construction details, fire safety and sound isolation data, metal stud advantages, architectural specifications, and charts giving dimensions and properties. The Bostwick Steel Lath Co., Dept. SBS, 20 Heaton Avenue, Niles, Ohio.

UTILITY PUMPS. Catalog on Continental utility pumps gives specifications, materials of pump construction, dimensions, performance data, and illustrations of all models, offered in a wide range of capacities to 800-foot depths. Continental Pump Co., Dept. SBS, 1027 S. Vandeventer Avenue, St. Louis 10, Mo.

FLOORING PRODUCTS. A 12-page full-color catalog gives product descriptions, installation instructions, and brief architectural specifications on Azrock asphalt tile, Azphlex vinylized tile, Vina-Lux vinyl asbestos tile, and Duraco vinyl industrial tile. Azrock Products Division, Uvalde Rock Asphalt Co., Dept.

SBS, Box 531, San Antonio, Texas.

POWER TOOLS. A 12-page guide describing 14 popular portable electric tools, plus a list of accessories for the homemaker, is offered free by the Porter-Cable Machine Co., Dept. SBS, 132 Exchange Street, Syracuse 4, N. Y. The booklet includes pictures of tools and their uses, with complete specifications and prices for electric saws, sanders, drills, routers, and garden equipment.

FRAMING ANCHORS. To announce a new product — the Du-Al-Clip framing anchors — Timber Engineering Co., Dept. SBS, 1319 18th Street, N.W., Washington 6, D. C. has issued a four-page booklet which contains design tables and ten economical applications.

STRUCTURAL SHEETS. Folder BM-214 gives properties, application, and uses for asbestos-cement structural sheets in modern home construction. Kearsbey & Mattison Co., Dept. SBS, Ambler, Pa.

REDWOOD MOVIE. A 15-minute color movie entitled "Space for Learning," shows modern construction of safer, more beautiful schools with efficient work-space, and how California redwood can add to their beauty and solid structure. The California Redwood Assn., Service Library, Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

METAL LATHS. Technical Bulletins 12-1 and 12-2 cover "Suspended Metal Lath and Plaster Ceilings." Included are details and illustrations on ventilation, channel clearances, ties and splices, compression members, maximum spans and spacing for runners, furring channels, and metal lath. Metal Lath Manufacturers Assn., Dept. SBS, Engineers Building, Cleveland 14, Ohio.

ALUMINUM WINDOWS. A 12-page catalog gives drawings, cross-section detail, specifications, and installation instructions for Bellhouse aluminum awning windows, standard, heavy-intermediate, jalousies, and double jalousies. Bellhouse, Inc., Dept. SBS, Okeechobee Road at Military Trail, West Palm Beach, Fla.

WATERTIGHT MASONRY. "The Design and Specification of Watertight Masonry," bulletin O.M.-8A, outlines six important considerations in designing watertight masonry walls. These include selection and proportioning of ingredients, types of mortar, compatibility of brick and mortar, mechanical disturbance, and features of Omicron Mortar-proofing. The Master Builders Co., Dept. SBS, 7016 Euclid Avenue, Cleveland 3, Ohio.

KITCHEN DESIGNS. A 16-page two-color brochure on kitchen design for Lu-Re-Co homes is offered by the Caloric Appliance Corp., Dept. SBS, Topton, Pa. The booklet



THE DOORMAN 400

for gracious entrance lighting

Enhance the setting for new homes . . . add prestige with Gaslites . . . combine beauty with practical

outdoor lighting. Available in four models, with post or bracket mountings.



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describes and illustrates ten basic house plans, each featuring Caloric color-coordinated sinks and built-in or free-standing ranges in various pastel shades to match.

EQUIPMENT LEASING. Three methods of leasing materials handling equipment without tying up working capital are described in a four-page folder available from Lewis-Shepard Products, Inc., Dept. SBS-R8-26, 125 Walnut Street, Wattertown 72, Mass. The plans are lease option, straight or true leases, and "power package" leases.

WESTERN PINE USES. "101 Home Ideas" is a full-color, 24-page booklet showing all 10 of the western pine region species in actual use. It shows a display of five most popular paneling patterns, in profile drawings and photos. A special section is devoted to color effects in lumber, using stains and pigments. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

LANTERN STYLES. A full color, eight-page brochure (AIA File No. 31-F-3) illustrates and gives detailed listing and specifications for post, coach, bracket, scroll, and ceiling lanterns. Also indicated are available sizes, finishes, and constructions. Artolier Corp., Dept. SBS, 139 Main Street, Lodi, N. J.

SCAFFOLDING ACCESSORIES. A revised catalog M-R on steel trestles and scaffolding accessories is available from the Patent Scaffolding Co., Inc., Dept. SBS, 38-21 12th Street, Long Island City, N. Y. It contains seven pages of product photos, drawing and applications views. Specifications are also included.

PANEL APPLICATIONS. A four-color booklet describing construction applications of Clad-Rex pre-finished wall panels in all types of buildings is available from Clad-Rex Corp., Building Division, Dept. SBS, 2101 S. Indiana Avenue, Chicago 16, Ill. Clad-Rex panels are permanently bonded laminates of vinyl over aluminum or steel. They are available in a wide variety of decorator colors.

PIPE INSULATION. Eight-page folder, WPN-2, on glass fiber Mico-Lok pipe insulation for temperatures ranging from sub-freezing to 350 degrees F, is offered by L.O.F. Glass Fibers Co., Dept. SBS, 1810 Madison Avenue, Toledo 1, Ohio. The folder includes advantages, physical properties, thermal conductivity, various factory applied jackets, specifications for application and finishing, and dimensions.

STEEL WINDOWS, SCREENS. In a 36-page catalog, details about Ceco

steel windows and screens for public buildings are set forth, along with specifications, and structural and installations details for all types of windows. Ceco Steel Products Corp., Dept. SBS, 5601 W. 25th St., Chicago 50, Ill.

TRANSLUCENT PANELS. Alsynite translucent panels for awnings, canopies, patios, and door hoods are given full coverage in this new pamphlet by the Alsynite Company of America, Dept. SBS, 4654 De Soto St., San Diego 9, Calif. The leaflet shows how use of Filtron 25, Alsynite additive, blocks up to 90 per cent of the sun's heat.

POWER TOOL FOLDER. A pocket-size folder stressing the do-it-yourself aspects of Thor SpeedTools, features illustrations and specifications of 19 portable electric tools for home workshops. Copies are obtainable from Thor Power Tool Co., Dept. SBS, Prudential Plaza, Chicago 1, Ill.

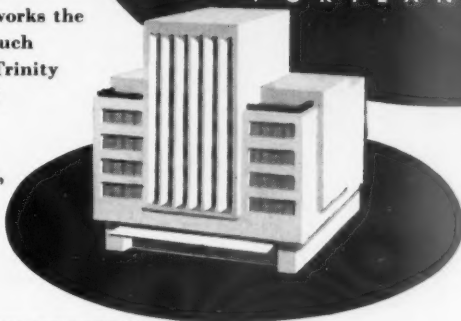
AWPA MANUAL CHANGES. Twenty-one revised and three new standards for inclusion in the AWP Manual of Recommended Practice have been issued to purchasers of the manual, available from American Wood-Preservers' Assn., Dept. SBS, 839 17th St., N. W., Washington 6, D. C.



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THE WHITEST WHITE BY ANY STANDARD

Trinity White Portland Cement is whitest in the bag . . . whitest in the mix . . . whitest in the completed job. You can see the difference! This is a true portland cement—it works the same as any portland—looks much better. The extra whiteness of Trinity White has made it a favorite of architects. Recommend Trinity Brand White Cement for architectural concrete units, stucco, terrazzo or any other concrete where whiteness or purity of color is important.



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As white  as snow

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

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POSTS • POLES • PILING
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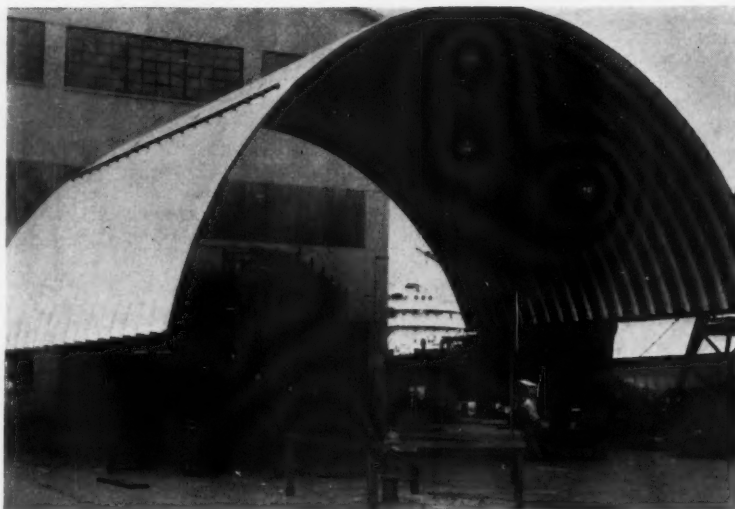
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P. O. Box 192
DeRidder, La.

410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
WOOD PRESERVING DIVISION
Kansas City, Mo. Longview, Wash.



PORTABLE STEEL SHELTERS — A Baltimore, Md., shipbuilder employs these trussless, pre-engineered steel structures, manufactured by the Wonder Building Corp. of America, Chicago, Ill., as portable protective shelters. The structure's trussless design eliminates need for interior supports, makes possible space-saving stacking for storage when not in use. Despite their size — 40 feet long by 60 feet wide — the buildings are easily handled by gantry cranes. In top photo, a crew moves a structure to a work site; bottom photo illustrates three buildings stacked for storage.

Clark Equipment Opens Used Fork Truck Center

A facility for dealing in used fork lift trucks on a national scale has been established by the New York branch of the Clark Equipment Co., Newark, N. J. The so-called used equipment center will be operated along the lines of a used automobile lot, except that it will trade on a national basis. Currently, about \$250,000 worth of used equipment is available at the facility.

According to John Mitchell, New York branch general manager, expanding market for fork lift trucks during the past five years is responsible for the opening of the

used equipment center. He pointed out that the trucks find a ready market as stand-by equipment in fleet operations; in small operations which do not require full-time operation from a fork truck; and in operations which have occasional need for additional equipment to handle peak periods in production or shipping.

"Drop-In" Sales Double (Continued from page 40)

rangement helps us take full advantage of her presence."

Prior to modernization, the merchandise not only was not arranged in relation to other mer-

chandise, but departments were not clearly defined. Merchandise that definitely was related and should have been displayed together was scattered in various spots in the store, and thus it was impossible to capitalize fully on the relationship.

Next step in the plan was to assign definite responsibility among four employees for maintenance and management of each department.

"It is difficult for any one employee to become fully familiar with all merchandise in the modern building supply store," Robbins said, "but he can become somewhat of an expert on certain groups of related lines. So, by assigning each employee to one or more departments and making him responsible for these departments, we enabled him to prepare himself not only to manage the departments but also to learn all he could about the merchandise under his responsibility."

Under this plan, each employee not only maintains his departments insofar as appearance is concerned, but he also does routine buying, makes recommendations for new lines, and keeps his department fresh and attractive by frequent minor arrangement changes. Vitally important, also, is his ability to become thoroughly familiar with a few lines, whereas it would require a long time to become an expert on all the lines stocked.

Today when a woman comes in and wants advice about varnishing a coffee table, for example, the salesman who greets her immediately refers her to the paint department man, who has had time to study paints and varnishes and can recommend the proper varnish for the table, and how to remove the old surface and apply the new one.

The improvement program was conducted mainly on a "poor boy" basis — that is, the management utilized whatever materials and fixtures were on hand, rather than spend a large sum of money on an all-out program. It bought new fixtures, but by rearrangement and painting, it was possible for the owners to utilize nearly everything that was previously in use, and to hold down cost of the program, in general.

Modernization had as one objective the encouragement of self-service. All merchandise is so arranged that nothing is behind counters or otherwise displayed in

in a manner to make a browsing customer hesitate to handle it.

"We have gone as far as we believe feasible in promoting self-service," Robbins explained. "We find that there is a limit to self-service, in that we don't think it is possible ever to reach the point where sales people are not needed to assist and advise the customer, and help him to decide exactly what he needs."

Floor arrangement and open displays, however, have been a major factor in promoting drop-in business and in holding down the

number of employees needed on the floor.

"Browsing" is conspicuously encouraged. Newspaper advertising invites people to come in and browse around, and a large streamer across the front door urges, "Come In and Browse."

Convenient parking is an important element in developing drop-in business, Robbins has found, and part of the program was to provide more parking space. In addition to the area in front of the store, the company now has a large lot beside the building,

Another good reason why it pays to be a **Dickey** Dealer

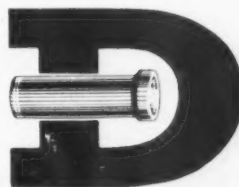
**You
profit
in dollars
and
"sense"**

when you sell the Dickey Line



When you increase your sales of Dickey Products, you make more dollar profits. But, there's another way you profit with the Dickey Line—you sell years of trouble-free service. This means customer satisfaction, which is "sense" profit to you. Plumbers, contractors, farmers and home-owners come to you for the best you have in sewer pipe, flue lining, wall coping and drain tile—the best you have is Dickey Vitrified Clay. And, the new Dickey Coupling on Dickey Perma-Line* Clay Pipe gives you one more product for a two-way profit.

*Registered trade mark



Providing improved sanitation for better living

DICKEY sanitary
salt-glazed
clay pipe

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

8123

If it's made of clay it's good... if it's made by Dickey it's better

with a large, eye-catching sign pointing to it. The store is on a heavily-travelled suburban thoroughfare, and this parking sign and parking facilities help to induce people to stop.

The company stepped up its advertising appropriation modestly, and broke it down in relation to various departments and major products, so that each department and line gets proper share of advertising.

Advertising today totals two per cent of gross sales, and it is sufficient to provide a practical spread of all major advertising media, Robbins said. Newspapers get the biggest single "bite" out of the advertising dollar, with radio and TV spots taking most of the remainder.

Outselling Prefabbers

(Continued from page 39)

specific family needs, and then furnish it in Lu-Re-Co.

If a customer comes into our office with a conventional plan, we can usually tell at a glance if it would be practical to change it to Lu-Re-Co. If we think this will work, we usually begin by asking if they would be willing to make slight modifications to save \$500 or \$600. The answer is invariably yes.

Each locality has its favored materials and practices. The prefabricator must build to meet a national or regional market. He usually includes items our customers care nothing about, and fails to use others that are very popular in our area. We save money on costs here and better satisfy our customers.

Delivery Advantage

I mentioned something of our delivery advantage earlier. If necessary we can have a shell house on the site within 48 hours after the order is placed. We can arrange to deliver at any time, with one-hour advance notice. But mainly, we can deliver the materials as needed — not all at once. Then, too, if some change is made, or damage occurs at the building site, we can make replacement immediately. Contrast this with waiting for replacement of a damaged part from a prefabricator 300 miles away.

Lu-Re-Co Weaknesses

Looking at the other side of the coin, there are two weaknesses of

the small town Lu-Re-Co dealer from a competitive standpoint that need strengthening. One has been lack of a nice brochure, such as many prefabricators have, to show prospective customers. What we need is a large, slick paper book containing color photographs of interiors and exteriors, furniture in place, and grounds well-landscaped. Artist's sketches just don't go over too well with women. For lack of this brochure, we have become pirates. We often use prefabricator exterior photographs to illustrate finished appearance. Most of us in the trade are so used to looking at a blueprint and seeing with our mind the finished product, we fail to comprehend how impossible this is for the average man or woman. I hope the Lumber Research Council can fill this need in '59.

The other weakness we have had is in financing. When local sources fail, prefabs usually have a financing plan of their own available, although often the discount takes a large part of the profit. Financing can certainly get to be a problem in small, one-industry towns, especially when that industry is doing poorly. In some places, efforts are being made to work this out on a state or regional basis.

Necessary Employees

As for employees, we have two men in our carpentry shop. When we have a Lu-Re-Co house order, they turn out the panels like any other shop work. The rest of the time our jig stands against the wall out of the way. While certainly advantageous for larger concerns, in our small operation we have not found a truss jig necessary. It would take up too much space when not in use. We fabricate trusses on the sub-floor of the house. After the first is assembled, we make a crude jig by nailing scrap wood blocks around it and then make the other trusses in this jig.

Ideal Lu-Re-Co Crew

We offer to erect the shell house for contractors or the complete house for home-owners. A six man crew is ideal. We find that at least two men should be skilled in Lu-Re-Co — you can get by, if the others are not. This permits us to operate one, two, or three crews with six skilled men. I think all of us will agree, however, that the skilled man, if available, is the cheaper man to use.

I hope I haven't given the impression that it has all been a bed of roses — far from it. It has taken a lot of time and work. So if you are not willing to take an interest in design, or the development of a little ingenuity, maybe you had better forget the whole thing, become a prefabricator dealer and follow the line of least resistance. But then how can you justify your existence as a lumber dealer?

My experience has been that the factor which does most of the brain-work will want the lion's share of the profits. Lu-Re-Co is certainly not the answer to all our problems, but its flexibility and simplicity make it the best we have found to meet the rapidly evolving changes in today's market.

South's Economy

(Continued from page 34)

sirability, because they became shock-proof to industry. They learned how to work in plants, how to work with other people, how to obey the shop routine. They became industrialized, if you please."

Metropolitan Records

Recent examples of what is being accomplished include the records of eight Southern metropolitan areas: Dallas, Fort Worth, Atlanta, Birmingham, Houston, Louisville, Memphis, and New Orleans. These cities added a total of 2,507 manufacturing plants to their areas to keep pace with their real production potentials.

Among the plants were 57 employing 500 or more workers!

In the 10-year period, from 1946 to 1956, the eight areas added 214,578 workers to their industrial population, and from 1939 to 1956 saw the value of their manufacturing output advance all the way from 438 to 1,326 per cent among the areas.

Attracting Manufacturers

Houston, Atlanta, and Dallas were among the top twelve metropolitan areas in the United States distinguishing themselves for their ability to attract new manufacturing industries to their respective sections.

Houston, for example, was seventh from the top among 35 of the nation's largest areas to increase in plants between 1946 and 1956. Atlanta was eighth, and Dallas, eleventh. In Houston, the

gain was 595, from 926 to 1,521; Atlanta, 522, from 731 to 1,253; and Dallas, 451, from 1,012 to 1,463.

Many authorities believe that it has been the large number of these new plants, equipped for more efficient operations than the older ones in other regions, that kept Southern and Southwestern industry in such good standing during the lean months of 1958. At no time in the year was Southern unemployment at a critical level.

October Employment High

The highest point of the year, in general employment, was reached in the South in October 1958, with 95 per cent of the labor force of Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas, and the District of Columbia on the job.

It compared with 94.4% in September, 93.4% in August, 92.8% in July, 92.6% in June, 93.3% in May, 93% in April, 93.1% in March, 92.3% in February, and 93.4% in January.

The South could "point with

pride" to the fact that the region had the lowest percentage of unemployment in October of all regions in the country. Its 5 per cent without jobs compared with 6.4 per cent in the northeastern states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, and Pennsylvania; the 5.4 per cent in the north central sections of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Nebraska, Kansas, and the Dakotas; and the 5.1 per cent in Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

High Payrolls

The continuing high payroll levels based on sound agriculture, commerce, and industry inexorably had their beneficial effect on consumer spending throughout the South and Southwest.

The South's consumers in the first eight months of 1958 spent \$28,165,000,000 in retail stores in Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware,

Kentucky, Arkansas, Louisiana, Oklahoma, Texas, and the District of Columbia — three-quarters of a billion-dollars more than in the corresponding period of 1957.

Transactions in such places as grocery and other food establishments rose from \$5.050-million last year to \$5.293-million this year; apparel, \$1.505-million to \$1.568-million; furniture and appliances, \$1.537-million to \$1.552-million; gasoline service station products, \$2.803-million to \$2.889-million; and drugs and proprietaries, \$922-million to \$938-million.

August Gains

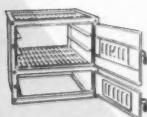
Gains in August over July of last year were reported in seven of ten Southern metropolitan areas surveyed, with Atlanta showing a 2% rise, Birmingham 9%, Charlotte 9%, Houston 2%, New Orleans 7%, and Richmond 5%.

As for housing, the South in June 1958 hit an all-time high in housing starts. At the same time, for the six months of 1958, as compared with six months of '57, the South showed a 10.8 per cent increase in starts — the rest of

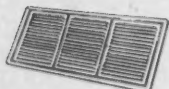
One-Stop Service

... for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!



OUTDOOR FIREPLACE UNITS



UNDER-EAVE VENTILATOR



ACCESS DOOR



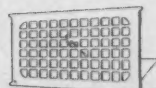
CLEAN OUT DOORS



GALVANIZED STEEL WINDOW WELLS



ASH DUMPS



VENTILATOR GRILLES

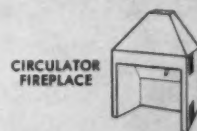


CRAWL SPACE DOORS



STEEL MORTAR BOXES

For complete catalog, write Dept. SBS



CIRCULATOR FIREPLACE



FIREPLACE DAMPERS



MULTI-OPENING FIREPLACE DAMPERS



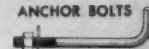
WALL TIES



FORMED STEEL LINTELS



CONCRETE BLOCK LINTELS



ANCHOR BOLTS



BELL TRAPS

VESTAL

the name for Value

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

the nation, a mere 4.3 per cent.

Official Department of Labor figures indicate that the South has led the entire nation in housing starts every month since October 1956, and continues to lead the nation by a wide margin.

Another point of obvious interest is the fact that the market for building products was never better in the South than it is at present.

Economic Shackles Off

Dry and colorless as all these figures may appear, they show

conclusively that the whole broad South has shaken off the shackles of economic dependence on other regions of the country. It is no longer possible for bankers, merchants, and manufacturers in northern and eastern business centers to call the tune for Southern dancing. The music that counts down South today, in addition to the indomitable rhythm of DIXIE, appears to be the clinking of coins in cash registers.

cally can be kept in perpetual motion, if we've got the business. While the three are out on deliveries, we can load the other two, and they're ready for drivers to step in and take out when they return with empty trucks from another job.

"We could have really made profitable use and saved money if we'd had the lift ten years ago and used it during Raleigh's building boom," said Hal Worth. "But even now it's making money and friends for us."

Fork Lift Payoff

(Continued from page 38)

load a truck of cement in five minutes and have it rolling to the job.

With one man inside a railroad car palletizing cement and mortar, and with one man on the lift, the car can be unloaded in a couple of hours. The cement is warehoused 24 bags to the pallet and mortar, 48 bags to the pallet.

On a broken-pallet load, 20 bags of cement take less handling time also. The full pallet is placed on the truck at one swoop and four bags taken off by hand, much faster and more economical than hand-loading 20 bags.

The lift is also used in handling asbestos shingles, as is the case with everything palletized. In the case of unpalletized cement, mortar and shingles, Oldham and Worth do their own palletizing.

Because the lift can reach 120", greater cube-area in the warehouse can be used, with stacks arranged vertically.

Also, stacks of fast moving materials can be placed in front of slow moving items. But it is possible to get to the back stacks in a matter of minutes with a minimum of labor. One man on the lift takes out the front stack, sits it down, goes for the back stack, fills the order, and replaces the front stack.

"Another thing, you can turn over materials faster because you can serve customers faster. And turnover is what makes profits," Hal Worth said.

"And speed in deliveries makes customers happy," Frank added.

"We used to have five trucks on the lot, and each truck had a driver. We got two good loads out of each during the day, depending on how fast it took us to load it here and unload it at the job site.

"Now we have five trucks and three drivers. Two trucks theoretic-

Flakeboard Plant

(Continued from page 37)

made — 24" in diameter, 36" long and weighing 5,000 pounds. It is possible to produce flakes from .001" and up, in thickness.

After flaking, width of flakes is reduced to an average of 3/4". Then, flakes are separated from fines and sent to storage. Two silos, 19' in diameter and 35' high, store the flakes, while a third stores fibrous particles. Fines are later used as surfacing layers of the particle board.

When ready for production,

FOR MORE

PROFITS

TO YOU, AND GREATER

SAVINGS

TO YOUR CUSTOMERS

**SELL BERRY
FLOAT-AWAY
WALLS**

For full details, write

BERRY DOOR COMPANY
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TEMPLIN

ENGINEERED ROOF FRAMING



ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE
"ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS"

FRANCHISES

NOW AVAILABLE

FOR

TRUSS MANUFACTURERS

AND

PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

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TEMPLIN

ASSOCIATES, INC.

Vero Beach, Florida

LUMBER FOR SALE

Premium KD Studs

(Delvd. \$1.60 rate)

1 car 2x4—8 Economy KD Fir &
Hemlock \$64.25

1 car 2x4—8 Utility KD Fir &
Hemlock \$91.25

Premium Stock—no pot wood.

Phone orders our expense.

GAIENNE WHOLESALE LUMBER

P. O. Box 1774

Shreveport, Louisiana

HELP WANTED

EXPERIENCED WINDOW SALESMAN

GREENSBORO-CHARLOTTE, N. C. AREA

Experienced millwork salesman in Greensboro-Charlotte area. Call on established accounts in North Carolina, Virginia, Tennessee. Start immediately. Salary plus expenses. Large mid-west window manufacturer. Send outline of background to Box 101, Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

flakes are conveyed to the dryer building (60' x 160') where two Hardinge dryers dry the flakes — one, to within .25 per cent of the desired figure. The two flake dryers are 104' long, 80" in diameter. The fibrous particles dryer is somewhat smaller.

In a main production building, 100' by 420', flakes are metered through a urea-formaldehyde resin spray made by American Cyanamid at Charlotte. Flakes are drawn into the building by Archer Blower Systems engineered by the Bahmson Co., Winston-Salem.

Treated flakes are laid down in a mat on steel cauls. A patented system assures that they are laid on a horizontal plane, providing many desirable properties, such as good dimensional stability.

An Erie City Iron Works "Iron Fireman," type VC, which delivers 25,000 pounds per hour, supplies steam for the presses and other units. Cured boards are discharged from the hot presses and put into a special cooler and conditioner to bring the temperature down and equalize the moisture content of each board.

Boards are then trimmed to size and sanded, finally sent to an all-steel warehouse 100' x 240'.

A double-track siding is served by the Eastern Carolina and Norfolk and Southern railways. Shipment of Formica flakeboard will be regularly made to Eastern, Southern, and Midwestern markets, serviced exclusively from the Farmville plant.

W. F. Drees, of Formica's Cincinnati headquarters, is in charge of flakeboard marketing. T. J. Canning is plant manager at Farmville.

Plywood Promotion

(Continued from page 41)

"This advertising material is prepared by men who know their business," May said. "They can do a better job than any dealer can expect to do, and the material is available to him at all times. He's certainly passing up a sales opportunity if he fails to utilize this excellent promotion material to full advantage."

To promote do-it-yourself business in the neighborhood, May distributes a monthly circular to homes in the area immediately surrounding the store. Each circular features items needed by the

do-it-yourself customer, particularly plywood. Occasionally an entire circular is devoted to plywoods and their uses.

"Seldom does a customer come to buy materials for a home-improvement job who does not need at least a little plywood," May said. "By keeping plywood displays handy, so that we can explain to the customer the various types and uses, we are able to sell more plywood. At the same time we make his job easier by cutting the plywood to fit his own needs."

Neat Yard Business

(Continued from page 42)

material stocks.

The middle warehouse row includes a miscellaneous storage shed, waterproofing compounds, gypsum board, and rock wool insulation. Back of this row is the kitchen and recreation room for yard and delivery employees.

Built-In Kitchens

(Continued from page 36)

Plumbers and electricians who do the subcontract work fit their activities into Monarch's streamlined installation methods. Notified in advance as to the time they will be needed, they usually are on hand to do their work at the right moment.

Another time-saving aid is the method used by painters. The painter does his priming as soon as the cabinets are installed. Then he finishes the inside first, so that the cabinets can be used.

Until the beginning of 1958, Monarch did not promote built-in kitchens, although the millwork shop made cabinets. When sales slowed up on remodeling and new home construction, the one-stop kitchen service was planned and initiated. The big kickoff was a booth at the spring Home Show. A fall promotion for kitchens is being planned in the form of an open house celebration.

The two display kitchens, set up at a cost of \$5,000, paid for themselves almost immediately.

Millwork Manager H. M. Price has this to say regarding kitchen sales: "At a time when many dealers were experiencing a decline in sales, our kitchen sales and promotion activities maintained our volume as nothing else did."

"READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready-Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

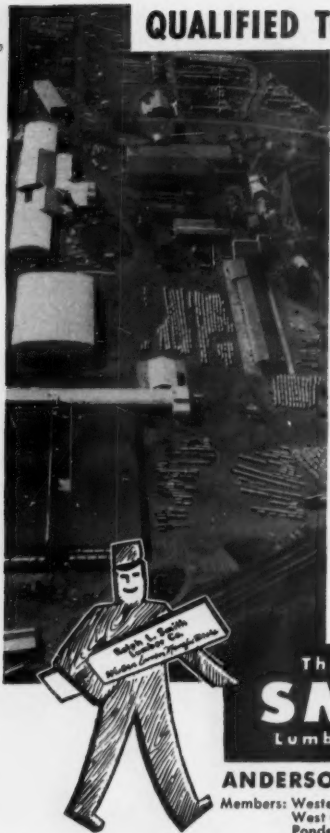
Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City Zone

State



QUALIFIED TO SERVE YOU

Our
Modern Mills
and
Dry Kilns
Operated by men
who know Lumber
assure you of
QUALITY
PRODUCTS
Precision Made

A Mixed Car can
contain
Standard Items
plus Mouldings,
Interior Trim,
Glued Panels

We are Experts
at Finger Jointing

The Ralph L.
SMITH
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn.,
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WISE BUILDERS INSIST ON GENUINE

Dur-O-wal

Rigid Backbone of Steel For Every Masonry Wall



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PUEBLO, COLORADO Dur-O-wal Inc., 165
Utah Street, TOLEDO, OHIO

USE THIS COUPON

To request your copy of the 1959 Catalog of Ualco Life-
time Aluminum Windows offered on the inside back cover.

Dealer _____
Attention of _____
Street _____
City _____ State _____

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